



06

SEASON 2012/13

westfield health

Official Club Sponsors

Gilder
HONDA
The Power of Dreams

Official Club Sponsors

SEDUCTIVE

DESIGN & VERSATILITY

What happens when you take incredible space and everyday practicality, then mix in head-turning looks and a whole load of magnetic kerb-appeal? You get the seductive new Jazz Si. And, with our attractive finance offer, it's seductive value too.



0% APR | **£159**
representative | per month*

Drive the seductive Jazz Si
Call or visit our dealership today.

Gilder Group
Official Club Sponsors of
Sheffield Wednesday



Gilder Honda

918-920 Chesterfield Road, Woodseats, Sheffield S8 0SH
Call 0114 274 8004 or visit www.gildergroup.co.uk

Fuel consumption figures for the Jazz Si in mpg (l/100km):
Urban 42.2 (6.7), Extra Urban 57.7 (4.9), Combined 50.4 (5.6). CO₂ emissions: 129 g/km.

Model shown: Jazz 1.4 i-VTEC Si Manual in Crystal Black Pearl at £15,000 On The Road including metallic paint. Terms and Conditions: New retail Jazz Si registrations from 2 July to 30 September 2012. Subject to model and colour availability. Offers applicable at participating dealers and are at the promoter's absolute discretion. Honda Aspirations (PCP): *£159 per month example shown based on Jazz 1.4 Si Manual including metallic/pearlescent paint with 3 years' 0% APR with 27% deposit. Annual mileage of 10,000. Excess mileage charge 3p per mile. You do not have to pay the Final Payment if you return the car at the end of the agreement and you have paid all other amounts due, the vehicle is in good condition and has been serviced in accordance with the Honda service book and the maximum annual mileage of 10,000 has not been exceeded. Indemnities may be required in certain circumstances. Finance is only available to persons aged 18 or over, subject to status. All figures are correct at time of publication but may be subject to change. Credit provided by Honda Finance Europe Plc. 470 London Road, Slough, Berkshire SL3 8QY.



**SHEFFIELD WEDNESDAY
FOOTBALL CLUB LTD**

HILLSBOROUGH,
SHEFFIELD, S6 1SW

Main Switchboard 0871 995 1867

HONOURS

FA Cup
Winners 1896, 1907, 1935

Football League
Champions 1903, 1904, 1929, 1930

Football League Division Two
Winners 1900, 1926, 1952, 1956, 1959

League Cup
Winners 1991

FA Charity Shield
Winners 1935

Football League One
Play-Off Winners 2005

Chairman

Milan Mandaric

Directors

Paul Aldridge
Mark Johnson

Team Manager

Dave Jones

Assistant Manager

Paul Wilkinson

Consultant Physio

Alan Smith

First Team Physio

Paul Smith

Director of Performance

Alex Armstrong

Medical Officer

Dr Richard Higgins

Crowd Doctor

Kash Purohit

Commercial Director

Andy Daykin

Director of Communications

Trevor Braithwait

Club Secretary

Lindsey Taylor

CSR Manager

Spencer Taylor

Community Manager

Marcus Brameld

Stadium Operations Manager

John Rutherford

Head of Retail

Peter Pridmore

Ticket Office Manager

Alastair Wilson

Club Photographer

Steve Ellis

Programme contributors

Mark Davies, Jason Dickinson, Charles Ducksbury,
Blake Hall, James Hargreaves, Terry Hibberd,
Keith Howard, Lee Richardson, Mark Ruane,
Kelly Spencer.

The views expressed by individual contributors are
not necessarily the views of Sheffield Wednesday
FC, O Publishing or the editor.

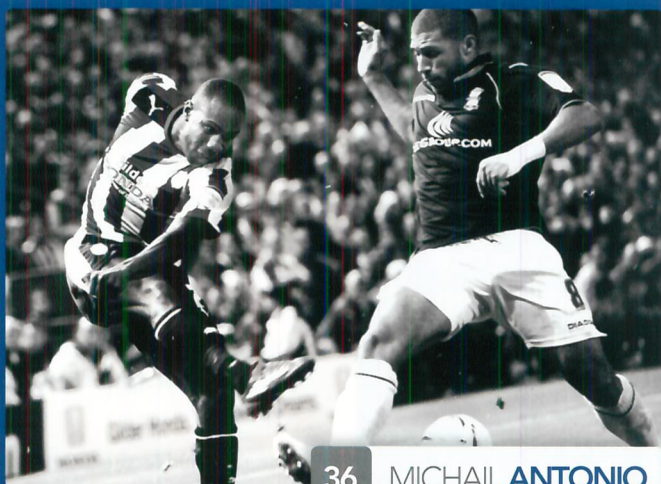


PUBLISHING

INSIDE TODAY :



17 THE OPPOSITION



36 MICHAEL ANTONIO



44 BLUE AND WHITE



DAVE JONES

THE MANAGER

Sponsored by:

Universal
Office Products Ltd

“

Off the pitch, I thought the fans were brilliant on Wednesday night. They stuck with the team, they kept going and that's what we have to do, we have got to stick together.

”

Good afternoon and welcome back to Hillsborough for our second game in four days at home, this time against Bolton.

Obviously, we are very disappointed at the moment, it doesn't matter who we are playing at the back because we're making so many costly errors. Almost all of the goals we have conceded recently are goals that could and should have been avoided.

I was a defender myself and it is very frustrating because our decision making is not right and that has to change.

Against Huddersfield on Wednesday night, everything was about going forward and attacking but you have to defend first and that is something that we are not doing right at the moment. We can look at different formations and set-ups but we shouldn't have to do that.

If people do their jobs properly, then you will get the results that you want but somewhere along the line, we seem to have lost that belief about defending. It's hard because the last training session before the game was the best I have seen at this football

club, but it's no good doing the training well if you don't go onto the pitch and do the same thing.

There were too many individual errors on Wednesday against Huddersfield and it is so frustrating for me and patience is a virtue that not many of us have sometimes. But listen, these players have been fantastic for me, they are a pleasure to work with and now it's all about digging deep and getting back to where we were. We all have to look at ourselves to work our way out of this slump and that includes myself and my staff. Maybe we change it, we look at it, we may try to freshen it up somewhere along the line and give other people a go who have been waiting for an opportunity.

Off the pitch, I thought the fans were brilliant on Wednesday night. They stuck with the team, they kept going and that's what we have to do, we have got to stick together. We had such a good start to the season and we have a lot of good players who are putting a shift in but you have got to be clever with it. You have to make the right decisions and right now that is something that we are not doing.



On another note, you will have seen that I have given the captain's armband to Martin Taylor. Jose Semedo is a player that wants to concentrate on his game and the fact that he is now vice-captain will allow him to do that. When we spoke to him he was a little bit relieved that the responsibility had been taken away from him. He leads by example and he doesn't want the other things associated with

the captaincy so he was quite happy to give it up because he wants to concentrate on his football.

When you are the captain of the club, it can be difficult because you have so many other things to sort out and I don't think that side of things was a role that Jose relished. Captaincy is an art, I have been captain of a couple of clubs myself, and you have to be focused on your

football once all the captaincy work is done.

As I say, Jose was happy to give it up and Martin has been captain for a few clubs he has played for, he has always done a good job so he was the next one in line.

Finally, I would like to welcome Owen Coyle and everyone from Bolton to Hillsborough this afternoon.



JOIN THE CLUB
2012/13 Owls Memberships

2012/13 Owls Membership

Owls Membership is the perfect way to show your support for the club whilst entitling you to some excellent Sheffield Wednesday benefits.

All 2012/13 Members will receive a new **WednesdayCard** pre-loaded with points to spend in the Owls Megastore and the opportunity to join our fantastic loyalty scheme, powered by TeamCard.



- **FREE IN-STADIUM RADIO EARPiece** (while stocks last)
- **UP TO £46 OF SAVINGS ON ADULT MATCH TICKETS**
- **£5 WORTH OF POINTS TO SPEND INSTORE** (500 WednesdayCard points)
- **OPPORTUNITIES FOR JUNIOR MEMBERS TO BE MATCH MASCOTS**

MORE BENEFITS

- **DISCOUNTED MATCH TICKETS** for home league games
- **HOME TICKET PRIORITY** buy two weeks before general sale
- **AWAY TICKET PRIORITY** (second tier priority)
- **PLUS LOTS, LOTS MORE...**

WednesdayCard



- **EXCELLENT OWLS LOYALTY SCHEME**
 - **EARN POINTS WITH 100s OF RETAILERS**
 - **LOAD MATCH TICKETS TO YOUR CARD**
- See www.swfc.co.uk for full details.

ADULT MEMBERSHIP

ONLY £20

- **FREE IN-STADIUM RADIO EARPiece** (while stocks last)
- **£2 MATCH TICKET DISCOUNT** for all home league games
- **HOME TICKET PRIORITY** buy two weeks before general sale
- **AWAY TICKET PRIORITY** (second tier priority)

- **500 PRE-LOADED POINTS** worth £5 to spend instore
- **EARN POINTS** (5 points per £1 spent on Owls merchandise)
- **ACCESS TO TEAMCARD PARTNERS SCHEME**
Earn even more points whilst shopping online with 100s of retailers online via www.teamcard.co.uk

JUNIOR MEMBERSHIP (Under 8s / Under 18s)

ONLY £15

- **FREE IN-STADIUM RADIO EARPiece** (while stocks last)
- **DISCOUNTED HOME TICKETS** - £6 Under 8s / £9 Under 18s
- **TICKET PRIORITY** for home & away games (as detailed above)
- **ENTRY INTO DRAW** to become a Match Mascot (age restrictions apply)
- **BIRTHDAY ACKNOWLEDGEMENT** in the matchday programme
- **10% OFF** SWFC Community Programme Soccer Camps / Birthday Parties

- **500 PRE-LOADED POINTS** worth £5 to spend instore
- **EARN POINTS** (5 points per £1 spent on Owls merchandise)
- **ACCESS TO TEAMCARD PARTNERS SCHEME**
Earn even more points whilst shopping online with 100s of retailers online via www.teamcard.co.uk

NOTE: Proof of eligibility (Birth Certificate) must be provided at point of purchase. Supporters must be within the age bracket for the entire 2012/13 Season in order to qualify for membership.

STUDENT / ARMED FORCES MEMBERSHIP

ONLY £15

(Must be purchased in the Ticket Office)

- **FREE IN-STADIUM RADIO EARPiece** (while stocks last)
- **DISCOUNTED HOME MATCH TICKETS**
- **HOME TICKET PRIORITY** buy two weeks before general sale
- **AWAY TICKET PRIORITY** (second tier priority)

- **500 PRE-LOADED POINTS** worth £5 to spend instore
- **EARN POINTS** (5 points per £1 spent on Owls merchandise)
- **ACCESS TO TEAMCARD PARTNERS SCHEME**
Earn even more points whilst shopping online with 100s of retailers online via www.teamcard.co.uk

NOTE: Available to Students / Forces personnel on production of a valid NUS Card / Offer letter / Forces Card. Eligibility for the whole 2012/13 Season must be provided at point of purchase.



BUY ONLINE NOW:

shop.sheffieldwednesday.co.uk

IN PERSON AT THE:

Ticket Office

OR CALL:

0871 900 1867

f facebook.com/sheffieldwednesday **t** twitter.com/swfc **#swfc**

WEDNESDAY HUDDERSFIELD 3

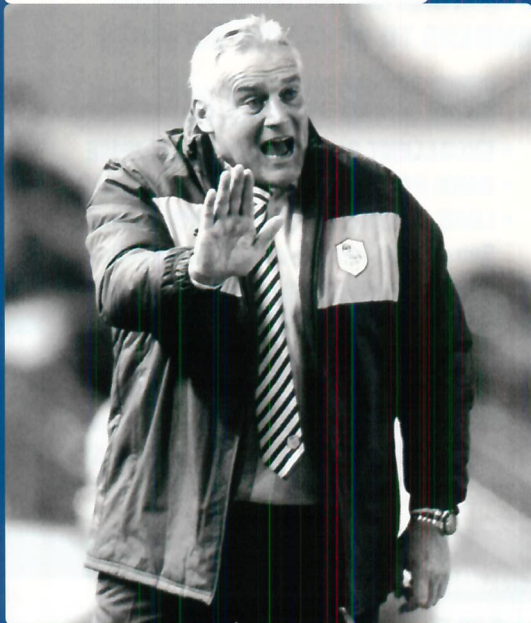
GOAL SCORERS :

R Johnson 58

Norwood 16, Novak 18, Clayton 71 (p)

CHAMPIONSHIP WEDNESDAY 19 SEPTEMBER 2012, 7.45PM KICK-OFF

DAVE JONES SAID :



"The frustrating thing is that yesterday I saw the best training session I have seen at this football club so far. But you can't leave it on the training ground, you have to turn up to the party and we didn't do that tonight."

The Owls suffered a third successive defeat as Huddersfield emerged triumphant from a fiery derby full of incident at Hillsborough.

The Terriers stole into a two-goal lead midway through the opening period when first Oliver Norwood stabbed home the rebound from a penalty that was saved by Chris Kirkland.

Lee Novak then doubled the advantage with a fierce header before the visitors were reduced to ten men when Joel Lynch was dismissed for a late lunge on Michail Antonio.

The Owls pulled a goal back before half time but were promptly down to ten themselves when Joe Mattock was sent for an early bath for two bookable offences.

With Wednesday in the driving seat after the resumption, Huddersfield were awarded a second penalty, which Adam Clayton converted at the first attempt to seal victory.

Prior to what proved a thoroughly absorbing contest, everyone in attendance impeccably observed a moment of reflection to honour the 96 Liverpool supporters who lost their lives in the Hillsborough disaster in April 1989 and the two British soldiers who perished whilst serving their country in Afghanistan only last week.

Both sets of supporters did their clubs proud before the action unfolded and what an incredible night it turned out to be under the S6 lights.





KEY MOMENT

Joel Lynch scythed down Michail Antonio down the right flank and promptly received a red card that changed the complexion of the contest.



TEAMS

Owls:

Kirkland, Mattock (sent off 45), Taylor, Beevers, R Johnson, Antonio, Semedo (McCabe 63), Barkley, J Johnson, Madine (Pecnik 46), Bothroyd (O'Grady 78)

Huddersfield:

Smithies, Dixon, Norwood (Woods 83), Clarke, Clayton, Novak (Gerrard 41), Ward, Vaughan (Lee 90), Southern, Hunt, Lynch (sent off 37)



S6 NEWS



SUPPORTING SHEFFIELD

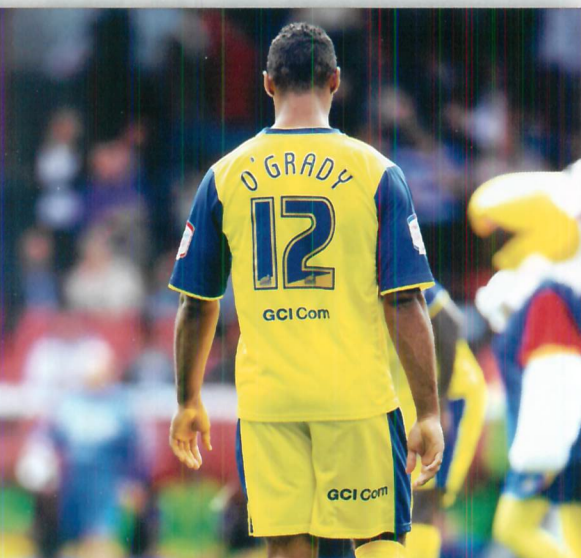
The Owls are pleased to announce details of an exciting new sponsorship agreement with leading telecommunications company GCI Com.

The deal is in conjunction with city rivals the Blades and sees the GCI Com logo emblazoned on the back of both clubs' new home and away shirts. GCI Com also features on the Owls' shorts.

SWFC Commercial Director Andy Daykin said: "Sheffield Wednesday have enjoyed a warm association with GCI Com for some time and this partnership is the next stage of our development with a company at the forefront of the telecommunications business."

United's Commercial Director Steve Coakley added: "It is not the first time that both of Sheffield's professional clubs have worked together to secure a mutual sponsor, we pioneered a deal with Westfield Health and the Gilder Group last year in a unique sponsorship agreement, and we are delighted we can do likewise with GCI Com."

The GCI Com group was formed in 2005. It has since grown through a number of acquisitions, each excelling in their own area of expertise to create one of the fastest growing managed telecommunication providers in the UK.



WOLVES SOLD OUT

Sheffield Wednesday are advising supporters that the trip to Wolves on Saturday 29 September is sold out to visiting supporters.

The Owls will be backed by 2,900 Wednesdayites at Molineux after fans snapped up their entire allocation.

No additional tickets will be available to SWFC and supporters without a ticket are advised not to travel to the Midlands.

LIAM LOOKING WELL

Owls youngster Liam Palmer has impressed during his current loan spell with League 1 pacesetters Tranmere.

Palmer joined Rovers from Wednesday on a temporary basis over the summer and has started each of their seven league games so far.

The Wirral side are sitting pretty on top of the table and Palmer credits the quality of the players around him.

He said: "I was able to settle in very quickly here, which helped me to start playing well.

"I'm pleased with the way the partnership with James Wallace is going. James is a good captain as well as being a great player, so it is good to learn from him.

"He is a leader and good on the ball. It makes it easier when you are playing alongside someone as good as James. It is the same with Andy Robinson. He can pop up and do something special at any time. He can drop his shoulder and go past people and create something out of nothing."

SWFC academy product Palmer has posted 30 appearances for the Owls, scoring one goal. He is set to stay with Tranmere until January 2013.



TC IS BACK!

Owls legend Terry Curran will be at Hillsborough a fortnight today to mark the publication of his autobiography 'Regrets of a Football Maverick'.

TC, now 57, starred for Jack Charlton's Wednesday for three seasons after dropping down two divisions from Southampton to join the club he supported from childhood.

REGRETS OF A FOOTBALL MAVERICK

THE TERRY CURRAN AUTOBIOGRAPHY



TERRY CURRAN WITH JOHN BRINDLEY

FOREWORD BY JACK CHARLTON OBE

He won the Third Division's Golden Boot prize for scoring 24 goals in 1979 and was, of course, Man of the Match in the 4-0 Boxing Day defeat of the Blades. Terry was voted Wednesday's all-time cult hero in a recent Football Focus poll and his version of 'Singing the Blues' still resonates around Hillsborough today!

TC's rollercoaster story, written with John Brindley and published by Skipton-based Vertical Editions at £16.99, is full of goals and giggles from football back in the day.

Terry will be signing copies of his book at Waterstone's in Orchard Square, Sheffield, from 11.00am to noon before moving to the Owls Megastore from 1.00pm to 2.30pm on Saturday 6 October when Wednesday host Hull, another of his 13 Football League clubs.

'Regrets of a Football Maverick' will be available from the Owls Megastore, good book shops and internet retailers from the same day.

HAVE YOUR SAY

Each month, swfc.co.uk asks supporters to vote for their Player of the Month via the Owls' official website.



Prior to the international break, Wednesdayites voted in their numbers in the August Player of the Month poll and the winner of the award was pace ace Jermaine Johnson, who started the term in blistering fashion.

JJ scored three goals during Wednesday's impressive August

displays back in the second tier and duly took the plaudits in the vote.

Striker Chris O'Grady came second while centre half Miguel Llera finished in third spot.

Look out for the next poll at swfc.co.uk when you will get your chance to vote for September's Player of the Month.

CLUB STATEMENT

During Wednesday night's npower Championship game between the Owls and Huddersfield Town at Hillsborough, the referee and his assistant handed coins to the police which had been thrown by home supporters housed in the North Stand.

The referee, as a matter of course, noted the throwing of coins in his match report to the FA. This in turn means that the FA will investigate this very serious matter and the club could face a charge as a result.

The throwing of coins and other objects is completely unacceptable and will not be tolerated.

The club is currently in the process of reviewing CCTV footage to identify those responsible and condemns such behaviour.

SWFC are working in conjunction with the Police to ensure that the culprits are both identified and made culpable for their actions.

If you know who is responsible for this irresponsible behaviour, please contact the club as soon as possible to enable us to take the appropriate action:

By telephone on 0114 221 2361

By email on website@swfc.co.uk

Thank you for your co-operation.

one game community
www.kickitout.org

If you see, hear or are the victim of
racial, homophobic or disability
abuse call Kick It Out on
0800 169 9414

**Join together.
Unite against *discrimination.***



**Supporting
the grass roots**

Football Foundation



www.footballfoundation.org.uk

improving facilities • creating opportunities • building communities

Charity No 1079309 Company No 3876305

NEW



A L U M I N I U M B O T T L E

A Refreshingly Smooth Experience

drinkaware.co.uk
for the facts

Carling® is a registered trademark of Molson Coors Brewing Company (UK) Limited.

Napoleons
**CASINO &
RESTAURANT**
OWLERTON STADIUM

**FREE
CAR
PARK**

Celebrate the festive season in style

Christmas Buffet Menu
Available from
Monday 3rd December
For parties of 25 or more
£14.95 per person

3 Course Christmas Dinner Menu
Available from
Monday 3rd December
Sunday to Wednesday **£25.50**
Thursday to Saturday **£29.00**

Price includes a
£5 gaming chip*

Book your party now on
0114 285 5566 to avoid
disappointment

TELEPHONE: 0114 285 5566
www.napoleons-casinos.co.uk

Napoleons Casino at Owlerton Stadium, 17 Livesey Street, Sheffield S6 2BL



For help and advice **gambleaware.co.uk**

* T's & C's apply. Strictly over 18's only

THE CAPTAIN :

MARTIN TAYLOR



“As you gain more experience it’s just something that comes along naturally, especially as a central defender because you see the full game in front of you.”

Good afternoon and welcome back to Hillsborough everyone.

I would like to start my first notes as captain by giving a little detail as to how the move came around.

We had lost the previous two games before the Huddersfield game in midweek and I think the manager just wanted to shuffle things around a bit.

I had been captain at Watford before I came to Wednesday so I think he saw that I’d done the job well there so I could probably come in and do it here to free Jose up to play his game.

Obviously, it can be a tricky situation if you’re potentially standing on someone’s toes but the gaffer has had a word with Semi, talked in through with him, and he has been absolutely fine with it, he hasn’t had a problem at all.

From my point of view now, I just want to go in and get some motivation into the lads the best I can as skipper and have a few words here and there, just doing the normal things that captains do.

I think as you get older it just becomes a part of your game really, you talk a lot more on the pitch, off the pitch and on the training ground.

As you gain more experience it’s just something that comes along naturally, especially as a central defender because you see the full game in front of you.

I was very proud when the gaffer called me in to tell me, it was great to get that call and it was a fantastic experience on Wednesday night to lead the team out at such a big club as Sheffield Wednesday.

We are all as much aware as you are of the need to get a positive result on the board after three defeats on the bounce so hopefully we can do that this afternoon.

Enjoy the game.

SUPPORTING THE OWLS IN THE CHAMPIONSHIP



Westfield Health, one of the UK's most successful health insurance providers, are an official club sponsor of Sheffield Wednesday FC for the 2012/13 season.

westfieldhealth.com



THE AWAY END



BOLTON WANDERERS



WELCOME



Owen Coyle has kept much of the squad that was somewhat surprisingly relegated from the Premier League last season.

In the backline, Adam Bogdan is the first choice goalkeeper, with former Preston and Leeds custodian Andy Lonergan providing back-up.

Bolton look solid defensively with familiar names like David Wheater and the towering figure of former England cap Zat Knight already established in the centre of the rearguard.

Former Reading and Leicester man Matt Mills, plus US international Tim Ream, are more recent recruits at the heart of defence and have been the first choice partnership for most of this season.

Competition for full back berths is between youth product Joe Riley and ex-Burnley and Marseille player Tyrone Mears on the right, whilst Spaniard Marcos Alonso, youngster Adam Blakeman and the versatile Welsh international Sam Ricketts are all vying for a place on the left.

Wanderers' midfield has something of a dynamic look about it, with the likes of Irish international Keith Andrews, ex-Swansea ace Darren Pratley, Bulgarian winger Martin Petrov, former Burnley winger Chris Eagles and US international Stuart Holden all vying for places.

Mark Davies and the on-loan Liverpool midfielder Jay Sparring provide solidity and a more defensive option in the engine room. Right winger Lee Chung-Yong has been capped 40 times by South Korea whilst fellow wideman Gregg Wylde joined from Rangers when the troubled Glasgow club entered administration. Youngsters Josh Vela and Joe McKee are two further hopefuls for today's fixture.

The evergreen Sheffield-born striker Kevin Davies is a familiar face to most football fans – and a constant menace to Championship defenders this season – having represented several top flight clubs, as well as England internationally.

Former Watford striker Marvin Sordell will also be well known to those who followed the Team GB Olympic men's football team this summer. The highly-rated Benik Afobe has been brought in on loan from Arsenal and former Liverpool forward David N'Gog is another who can be called upon today. Tom Eaves, Jack Sampson and Michael O'Halloran are three more promising youngsters on Bolton's roster, adding to the attacking mix.

FORMGUIDE

BOLTON

Latest form, previous meetings and head to head

Owen Coyle and his Bolton side will feel they have what it takes to bounce back to the Premier League this season but know they face a tough season ahead.

Wanderers endured a difficult opening to the 2012/13 Championship season – their first term at this level since 2000/01 – with a 2-0 defeat at local rivals Burnley, which was a particularly disappointing result on a personal level for Coyle, who made his first return to Turf Moor since leaving the club to join Bolton.

But Wanderers hit back since that opening day setback with wins over Derby and Watford although they went down at Birmingham in midweek.

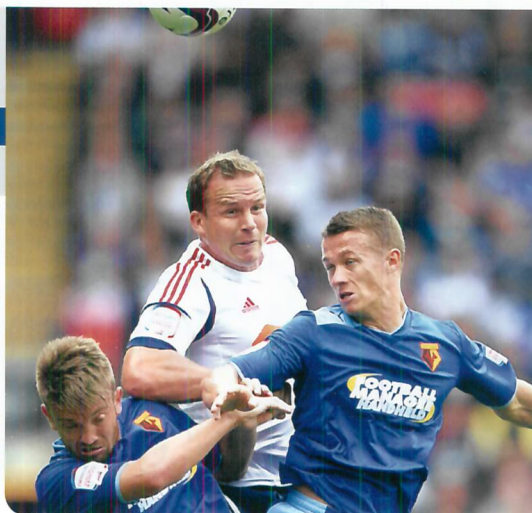
Bolton almost avoided relegation on the final fixture of last term in what was a day full of emotion at the top and bottom of the Premier League.

As events transpired, a win at the Britannia Stadium against Stoke would have been enough to keep Coyle's men in the top flight, with Manchester City defeating relegation-threatened QPR at the death to win the title.

But Bolton drew 2-2 with the Potters and perhaps were a little unfortunate, having fallen behind to a dubious goal early in the game with Jonathan Walters bundling both Wanderers keeper Adam Bogdan and the ball into the back of the net.

But with little purpose thinking what might have been, Coyle has begun to mould a team he believes will mount an immediate challenge to return to the Premier League.

The Bolton boss has brought in the likes of Keith Andrews, Joe McKee, Matthew Mills and Andy Lonergan – while holding on to key players such as targetman Kevin Davies and former Owls loanee Chris Eagles.



The Trotters have also made some notable loan additions at the Reebok Stadium, bringing in Jay Spearing from Liverpool and Benik Afobe from Arsenal, the latter of whom netted his first goal for the club in their 2-1 Capital One Cup defeat to Crawley.

LAST4MEETINGS

Wednesday 0

Bolton 3

20 January 2001

Bolton 2

Wednesday 0

26 December 2000

Bolton 1

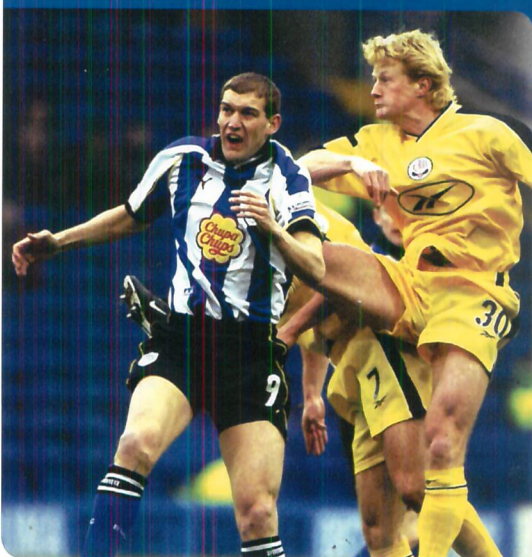
Wednesday 0

30 November 1999

Bolton 3

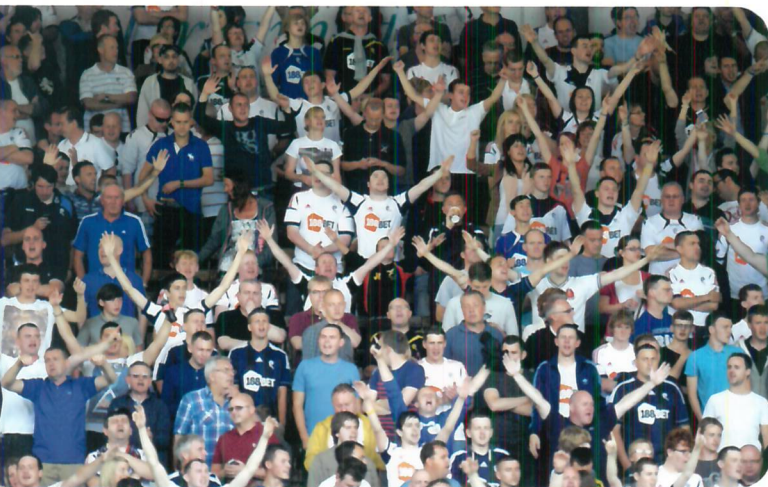
Wednesday 2

14 March 1998



HEAD2HEAD

	Owls wins	Draws	Bolton wins
League	43	21	34
FA Cup	5	2	1
League Cup	2	1	1
Total	50	24	36



Name: Mark Keys

Age: 30

Details: Season Ticket holder for 20 years and for the last seven years has contributed to Bolton's official matchday programme.

What have the last few seasons been like for Bolton?

It'd be fair to say we faced an ongoing battle to keep in the Premier League ever since Sam Allardyce departed the club five years ago and up until last season we had succeeded in our aim, albeit not without some near misses.

Have there been any key signings over the summer?

Jay Spearing has tightened up our midfield significantly since arriving on loan from Liverpool but there is a doubt over his inclusion today due to him being injured in our recent game at Birmingham City.

If one area of the squad needed strengthening, where would it be and who would you bring in to fill that role?

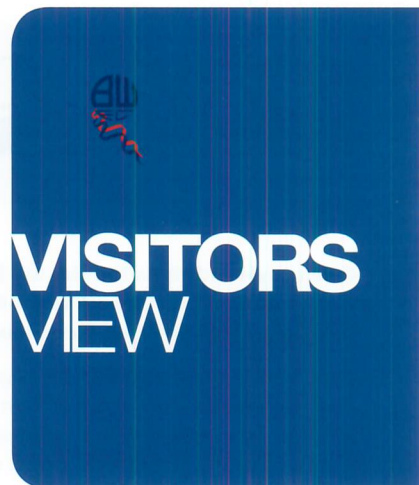
The defence has conceded in all but one of the games in the Championship this season so a centre back would be on my priority

list, preferably someone with leadership skills and nous of the division. For example, Mark Hudson at Cardiff City.

What potential does the club have moving forward?

We are developing a state of the art, purpose-built youth academy. The youth team is currently going well in the Under-18 league and both the chairman and owner are keen for the club to produce their own talent in the future. In the last year, Josh Vela and Joe Riley have come through to make their league debuts and many see those two in particular as the kick-start towards a very successful academy production line.

Predictions for this season?



I was hoping for automatic promotion as a minimum requirement but unless we pick up our form away from home I may have to revise my prediction to that of play-off hopefuls.



Josh Vela



In the News

OUR VISITORS IN THE MEDIA

HORNETS STUNG

Bolton manager Owen Coyle was full of praise for his side after they overcame Watford last weekend, recording a 2-1 victory over the Hornets thanks to goals from Matt Mills and captain Kevin Davies.

Coyle was delighted with the performance, which he said warranted all three points despite a late

charge by the visitors after Lloyd Doyley halved the deficit on the hour.

"That was never a game of two halves," he said. "It should have been three or 4-0.

"In the second half we sat a bit deep and they scored a fluky goal.

"And because it was so one-sided in the first

half, Watford were always going to come back stronger in the second."

Coyle was pleased to see his side pick up the points after the disappointing defeat to Hull in Bolton's previous league outing.

He added: "We were all disappointed after the Hull game because it was a poor result.

"We know are capable of winning every game and the most important thing is that we did that against Watford.

"If we can play like we did in that first half for 90 minutes, then I'm sure that this squad is capable of being up there at the business end of the season."

Source: Skysports.com

ONWARDS AND UPWARDS



Wanderers captain Kevin Davies says the Bolton team have a renewed focus following the international break which could improve what

he calls 'not the best start to the season.'

The skipper said: "We have identified the areas we need to improve and are looking forward to working hard to put that right.

"The focus has been on tightening things up defensively, not just the lads in the back four, but as a team.

"As a unit we have to become more solid. Without the ball, we have been concentrating on defending as a team and making things harder for our opponents.

"The aim is simple, to start climbing the league table."

Source:
The Bolton News

MAKING A DIFFERENCE

Fabrice Muamba found himself on the steps of 10 Downing Street last week to present a 100,000 signature petition to David Cameron.

The Sun, in conjunction with the British Heart Foundation, launched Love Heart with the aim to get every child in the UK taught emergency life support skills such as CPR.

Fabrice, 24, retired from football in the summer having recovered from a heart problem discovered after he collapsed on the field against Spurs during Wanderers' FA Cup clash at White Hart Lane back in March.

He said: "Hopefully, it's something that can help someone out there recover and survive, which is important to me.

"Obviously, it's a poignant moment because of what happened to me - it was a life-changing experience.

"So when I was asked to be a part of this, I really wanted to be involved. I really hope it can help save somebody's life.

"CPR is one of the skills that should be taught across the UK. Hopefully, given this petition today, the Prime Minister will help the campaign to get bigger and better."

Source: The Sun



IN THE DRESSING ROOM



ADAM BOGDAN

GOALKEEPER

The Hungarian established himself as first choice custodian at Bolton last term, impressing sufficiently to keep his place when rival Jussi Jaaskelainen was injured at the start of 2012. Bogdan also dislodged fellow countryman Gabor Kiraly in the Hungarian national team, capping an impressive season by winning Bolton's Player of the Season award. Recruited by Wanderers from Vasas in August 2007, Adam made his debut against Southampton three years later and has since featured in over 40 games for the Trotters and won five caps for Hungary.

ZAT KNIGHT

DEFENDER

The former England Under-21 international, who won two senior caps against USA and Colombia in 2005, was signed from Aston Villa in July 2009 for £3.5m. Knight appeared in 54 games for the Midlands side, marking his debut with a headed goal against Chelsea. Prior to his arrival at Villa Park, Zat was on the payroll at Fulham, where he made his professional debut in 2000 and posted 181 appearances. Zat, who also played for Peterborough on loan in 2000/01, recently signed a new two-year deal at The Reebok and has featured for Bolton in over 100 games.



CHRIS EAGLES

MIDFIELDER

Former Owls loanee Eagles joined Bolton from Burnley in July 2011 and was a virtual ever-present in his first season with Wanderers, making 41 appearances and scoring six goals. A key member of the Clarets team that won promotion to the top flight in 2009-10, Chris can operate out wide or in central midfield. He was initially on Watford's books before signing for Manchester United in July 2003 and was loaned back to his former club twice. The Reds also loaned him to NEC Nijmegen and Wednesday in 2005/06 before he eventually left permanently for Burnley in July 2008.





KEVIN DAVIES

JAY SPEARING MIDFIELDER

Spearing was a deadline-day recruit from Liverpool, joining Bolton on a season-long loan. He made his debut for Wanderers earlier this month in their 3-1 reverse at Hull. Jay graduated through the ranks at Anfield and has registered over 50

appearances, which included a place in the starting line-up for last season's FA Cup final against Chelsea. The 23-year-old has been loaned out before by the Reds, featuring in 11 games for Leicester and scoring once in late 2009/10, helping the Foxes to the Championship play-off semi finals that season.

MARVIN SORDELL STRIKER

A member of Stuart Pearce's Team GB squad at the London Olympics, Sordell's first club was Fulham, but he signed his first professional contract with Watford and was at Vicarage Road until January 2012, when he joined Bolton. In 81 games for the Hornets, Marvin netted 27 times, averaging a goal every three games and also scored on both debuts for England Under-20s and the Under-21s. He only made three appearances last term, without finding the target, but was off the mark just three games into the new campaign against Nottingham Forest.

STRIKER

Sheffield-born Davies joined Bolton from Southampton in July 2003 and has since made more than 370 appearances and scored over 75 goals. Made club captain in January 2008, the veteran striker has since carried out the role with typical enthusiasm and in October 2010 earned his first England cap against Montenegro, aged 33. Kevin began his career at Chesterfield in 1994, earning a move to Southampton in May 1997 and a year later joined Blackburn in a £7.5m deal. He returned to Saints after just one season, later playing for Millwall on loan.



MANAGERIAL RECORDS

Dave Jones

Played 18 Won 12 Drawn 4 Lost 2 For 35 Against 18

Av Pts/game 2.22

Biggest Win(s) Sheff Wed 4 Bury 1

(06/03/2012). Biggest Loss(es)

Brighton 3 Sheff Wed 0 (14/09/2012).

Owen Coyle

Played 101 Won 30 Drawn 20 Lost 51 For 121 Against 172

Av Pts/game 1.09

Biggest Win(s) Bolton 5 Stoke 0

(06/11/2011). Biggest Loss(es) Bolton

0 Man Utd 5 (10/09/2011).

MANAGER HEAD TO HEAD RECORD

Played...3 Dave Jones.....1 Owen Coyle.....0
 Draws ...2 Goals 8 Goals 6

Player with the most... shots

Jermaine Johnson 16



Player with the most... shots

Chris Eagles 16

shots on target

Jermaine Johnson 7

shots off target

Jermaine Johnson 9

assists

Michail Antonio 1

crosses

Michail Antonio 17

fouls

Jose Semedo 8

free-kicks-won

Jose Semedo 7

GAMES SINCE

2	a win	0
0	a home win	0
3	an away win	5
0	a defeat	1
11	a home defeat	4
0	an away defeat	0
5	a score draw	3
19	a no score draw	23
0	conceding a goal	0
1	scoring a goal	0
0	conceding > 1	1
3	scoring > 1	0
2	keeping a clean sheet	4
0	failing to score	5
2	back to back wins	16
0	back to back defeats	1
2	gaining a point	0
0	losing a point	1
6	win by > one	4
0	loss by > one	1

shots on target

Kevin Davies 8

shots off target

Chris Eagles 8

assists

Kevin Davies 2

crosses

Chris Eagles 16

fouls

Kevin Davies 10

free-kicks-won

Kevin Davies 9

SHARP SHOOTERS

Sheff Wed	FL Cup			Tot	Bolton	FL Cup			Tot
Jermaine Johnson	2	1	3		Chris Eagles	3	0	3	
Chris O'Grady	1	2	3		Kevin Davies	2	0	2	
Miguel Llera	2	0	2		Marvin Sordell	1	0	1	

TEAM HEAD TO HEAD RECORD

Played....98 Sheff Wed wins.....43 Bolton wins.....34
 Draws21 Goals 163 (1.7 per game) Goals 123 (1.3 per game)
 0-0's.....6 Times failed to score 23 Times failed to score 34

Biggest League win at Sheff Wed for each team:

01/03/1915 Sheff Wed 7-0 Bolton

20/01/2001 Sheff Wed 0-3 Bolton

PRESS ASSOCIATION Sport



LEAGUE STATS



12	Position	11
5	Played	5
2	Won	2
1	Drawn	1
2	Lost	2
9	Goals For	7
11	Goals Against	8
7	Points	7



Record Against Top Half of Table

W	D	L	RANK	W	D	L	RANK
0	0	1	21	0	1	1	16

Record Against Bottom Half of Table

W	D	L	RANK	W	D	L	RANK
2	1	1	6	2	0	1	9

Record When Scoring First

W	D	L	RANK	W	D	L	RANK
2	0	0	8	2	0	1	15

Record When Conceding First

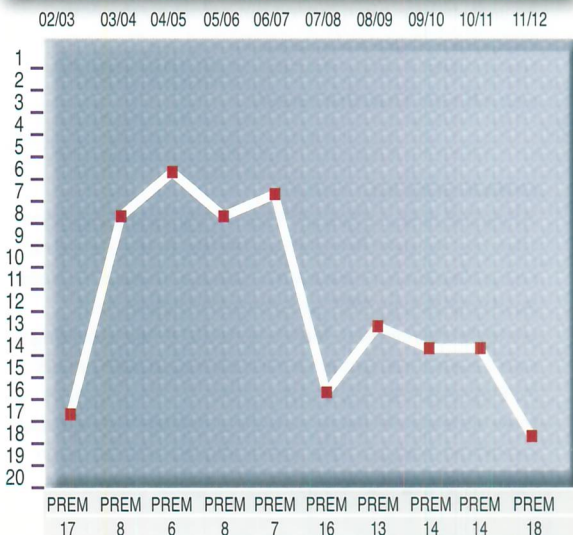
W	D	L	RANK	W	D	L	RANK
0	1	2	13	0	1	1	11

Match Scores

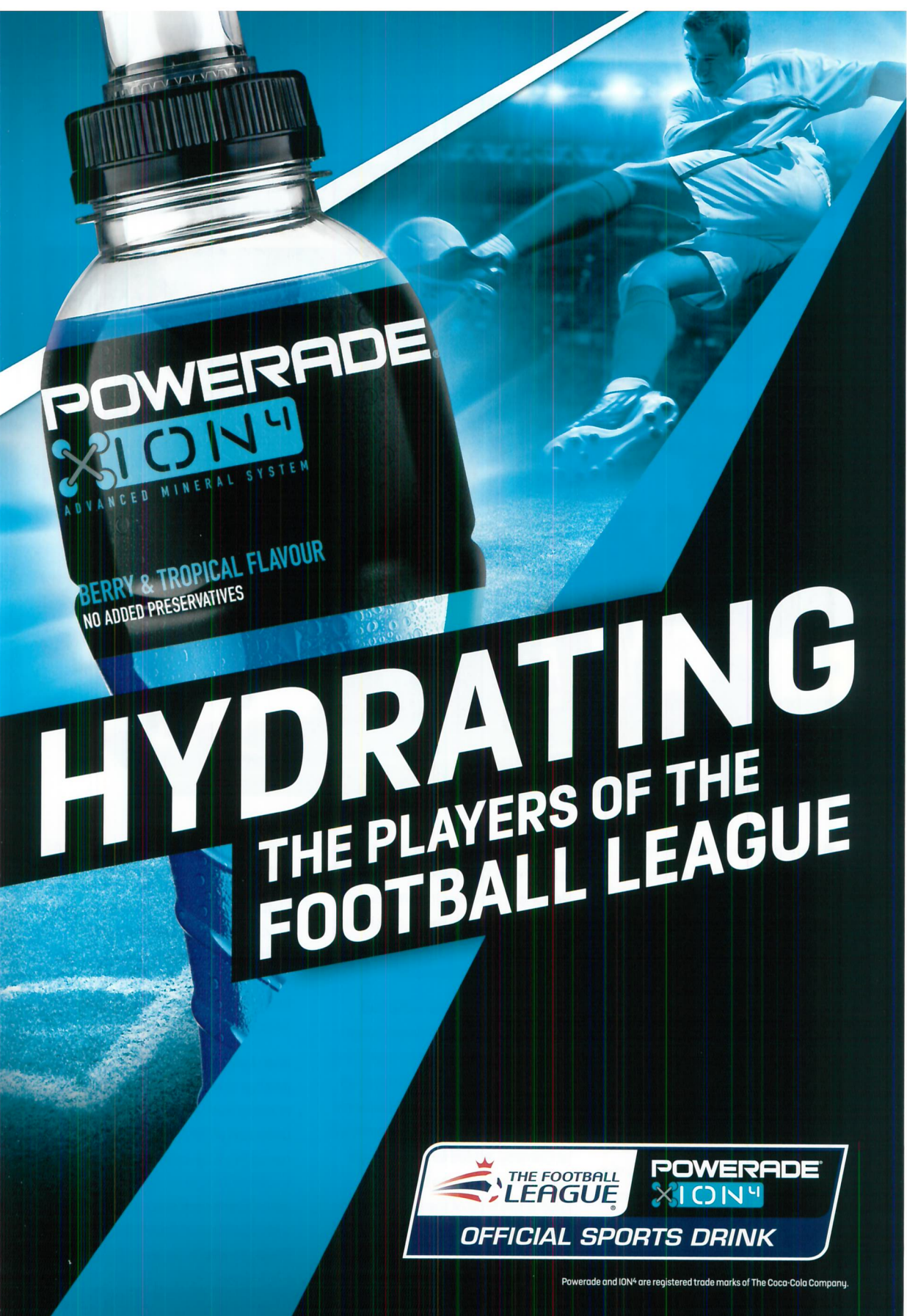
Wins: 3-2[2], Losses: 0-3[1], 1-2[1],
 Draws: 2-2[1]

Wins: 2-0[1], 2-1[1], Losses: 0-2[1],
 1-3[1], Draws: 2-2[1]

BOLTON - TEN SEASON RECORD



*up to and including 16/09/2012



POWERADE

ION⁴
ADVANCED MINERAL SYSTEM

BERRY & TROPICAL FLAVOUR
NO ADDED PRESERVATIVES

HYDRATING

THE PLAYERS OF THE
FOOTBALL LEAGUE



POWERADE
ION⁴

OFFICIAL SPORTS DRINK

Powerade and ION⁴ are registered trade marks of The Coca-Cola Company.

LAWS OF THE JUNGLE

Former Owls boss Brian Laws has recently published a candid autobiography and here in this special feature, co-author Alan Biggs outlines both how the project came about and its subsequent production.



It all started with a phone call to Brian Laws early in 2011. Had he ever thought of writing a book?

Turned out he had. Was he up for it? Turned out he was. And as all Sheffield Wednesday fans know, Brian is never short of a word or two.

So the words you read in 'Laws of the Jungle' are Brian's own from hours of meetings across several months. I'm merely the mouthpiece. That's by way of explaining how a book like this comes into being, as requested by the editor of this matchday programme.

Like many events in life, books tend to fall into place by accident. In this case

it was a spin-off from my debut as an author with 'Confessions of a Football Reporter'. Publisher Karl Waddicor kindly encouraged me to consider other projects, so I brainstormed through my list of contacts.

Suddenly I hit on a man who had played six years under Brian Clough - enough material in that by itself. Then there was the Ivano Bonetti bust-up that made him the centre of national headlines in his first management job at Grimsby. Added to which, there was his misfortune to be on the field at the time of the Hillsborough disaster, actually taking a throw-in for Nottingham Forest as the tragedy

unfolded. So this is a career that could only be described as eventful.

That's even without managerial spells at Scunthorpe - where he won two promotions - Burnley and, of course, here at Hillsborough where he became the longest serving boss since Trevor Francis left the Owls in 1995.

Brian Laws played in all four divisions and has also experienced managing at every level. All things considered, there was plenty to go at. But it still needs the subject to agree and, by a stroke of luck, Brian had already done some spadework several years earlier with Scunthorpe-based journalist Bob Steels, to whom we are both grateful.

It's still a wonder Brian went ahead because, at the first meeting simply to pitch the idea, I cost him a fine of £80. And myself, I hasten to add. In truth, neither of us had paid sufficient attention to a sign in a service station car park warning of a maximum stay of two hours.

The conversation was so animated we ignored the clock and ended up with souvenir photographs of our vehicles leaving the premises half an hour after the deadline.

So we switched our 'headquarters' to Tankersley Manor from where 'Laws of the Jungle' took shape. Writing is hard work, make no bones about it. But most of it was a joy because I'd never heard many of the stories and they were hugely entertaining. As such, I became almost a reader rather than a writer - and just knew we were on a winner.

Some of the Cloughie stories from Laws' Nottingham Forest days are a scream. Not least the time when Brian was stunned by his boss congratulating him for thumping "Desmond" Walker. Then there's Cloughie and the boxes of chocolates he would routinely hand out to Forest players during the course of one memorable season.

In other food topics, there's the plate of chicken wings Laws allegedly hurled at Grimsby player Bonetti, leaving the Italian striker with a broken cheekbone. Actually, this is a total myth that Brian was happy to leave untouched. The book will explain exactly why as he comes clean on what really happened in a set-to that put him on the front page of national newspapers.

By the time Laws arrived at Hillsborough in 2006 he had long since matured as a manager,

having built his reputation on an era of success for unfashionable Scunthorpe United. All the ups and downs of his Wednesday reign are candidly recalled, including his pride at achieving an historic double over Sheffield United.

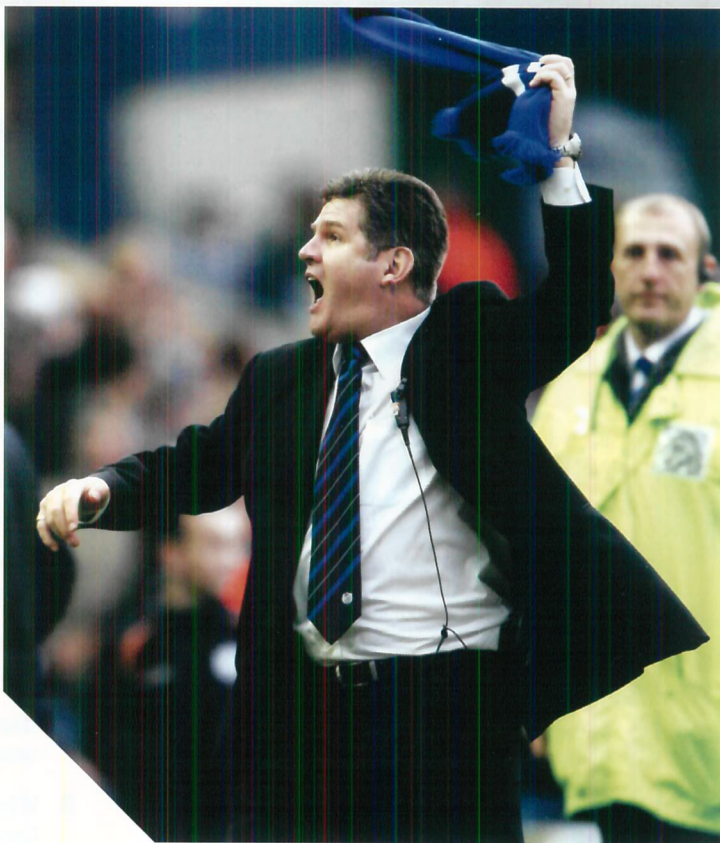
Burnley then pitched him into the Premiership for what turned out to be a losing battle against relegation and, ultimately, the sack at a time when the Clarets were well in contention for his target of reaching the play-offs.

Brian made good use of the break, enjoying time with his wife and young son. Besides, without that sabbatical this book might never have been written. Another of those accidents I referred to earlier.

It's so eventful it could almost be a novel. There's never been a truer saying than the one about fact being stranger than fiction.

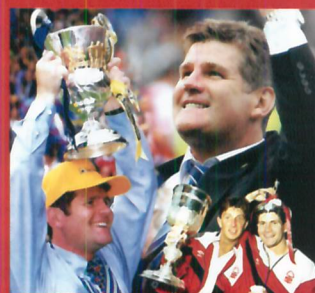
So I commend it to you - even though I could be described as biased!

** 'Laws of the Jungle' by Brian Laws with Alan Biggs is published by Vertical Editions in hard back and priced at £16.99. Available online.*



LAWS OF THE JUNGLE

SURVIVING FOOTBALL'S MONKEY BUSINESS



BRIAN LAWS WITH ALAN BIGGS

Young Owls



Half Time Quiz

1. Can you name Bolton's manager?
2. What nationality is Rodri?
3. Ross Barkley's squad number is?
4. Which team are nicknamed the Terriers?
5. How old is Owls striker Gary Madine?
6. Do you know the name of Leeds United's ground?
7. Can you name SWFC's first team coach?
8. Who do the Owls face next in the Capital One Cup?

Answers: 1. Owen Coyle 2. Spanish 3. 24 4. Huddersfield 5. 22 6. Elland Road 7. Neil Thompson 8. Southampton.

Mascots



Sheffield Wednesday's mascot for this afternoon is 11-year-old William from Sheffield. His hobbies include playing football as much as possible, supporting the Owls, his BMX, and his favourite player is Rodri.



AWAY MASCOT

Bolton's mascot who has travelled to Hillsborough for today's game is nine-year-old Christian Park. The

Wanderers' fan's hobbies are football, cricket and playing the drums and his favourite player is Kevin Davis.

Mismatch

Can you match the Championship strikers on the left with their clubs on the right?

TOM INCE
CRAIG MICKAIL-SMITH
JAY BOTHROYD
JORDAN RHODES
PETER WHITTINGHAM
CRAIG DAVIES

BARNESLEY
BLACKBURN
CARDIFF
SHEFFIELD WEDNESDAY
BLACKPOOL
BRIGHTON

Answers: Tom Ince - Blackpool, Craig Mickail-Smith - Brighton, Jay Bothroyd - Sheffield Wednesday, Jordan Rhodes - Blackburn, Peter Whittingham - Cardiff, Craig Davies - Barnsley.

Anagram Challenge

Can you unscramble the letter to reveal six Championship grounds?

Answers: 1. Oakwell 2. Ewood Park 3. Ashton Gate 4. Pride Park 5. Galpharm 6. Molineux.

1. LEAK OWL

4. PARRED KIP

2. AWOKE DROP

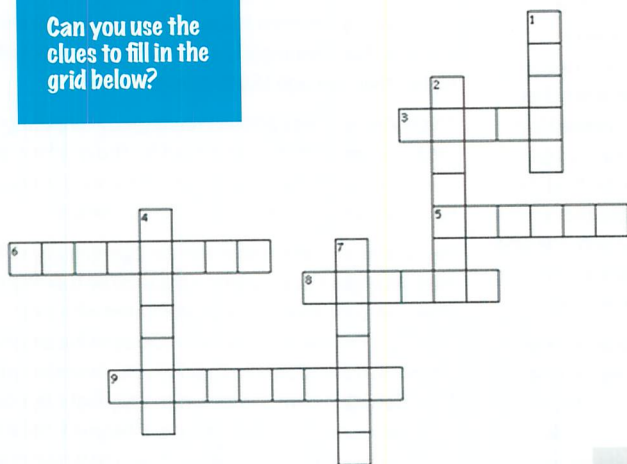
5. GRAPH LAM

3. HEATS TANGO

6. EX LION UM

Pitchside Puzzle

Can you use the clues to fill in the grid below?



Across

- 3. Spanish Striker
- 5. He's magic you know
- 6. SWFC chairman
- 8. Number 9
- 9. Away sponsor

Down

- 1. Fans' favourite Owl
- 2. Reda and Jermaine
- 4. Jones' job
- 7. Premiership loanee

Answers: Across – 3. Rodri, 5. Semedo, 6. Mandaric, 8. Madine, 9. Westfield. Down – 1. Ozzie, 2. Johnson, 4. Manager, 7. Barkey.

FINAL SCORE

3-1

GAMES

It was not until the Owls' third season of league football that the 3-1 win was first recorded, goals from Harry Brandon, Harry Davis and Jack Earp earning Wednesday the two points in the opening home game of the 1894/95 campaign.

The opening decade of the 20th Century saw two players, Harry Chapman and Frank Rollinson, score trebles in 3-1 wins, achieving the feat against Manchester City (November 1908) and Newcastle (October 1909) respectively.

The years between the wars saw several notable wins by this scoreline with Sam Powell registering a hat-trick at home to Fulham in April 1925 while a 3-1 Good Friday win at Tottenham in 1928 would prove vital in the final reckoning.

three of the final five matches of the season ending with the scoreline - back to back home wins over Manchester United and Leyton Orient followed by a derby victory over the Blades at Hillsborough.

The home win over Sunderland in October 1965 was memorable as the appearance from the bench of David Ford meant he was the club's first ever used substitute.

Leyton Orient were again on the wrong end of a 3-1 scoreline in April 1972 (although the Leyton prefix had been temporarily dropped) when popular attacker Brian Joicey scored his only treble in an Owls shirt.

The home win over Bristol City in February 1974 came during the 'winter of discontent' when strikes by power workers saw the country working a three-day week and football badly affected as power supplies were effectively rationed. One bi-product of the industrial strife was an experiment by clubs with different matchdays and kick-off times and this led to Hillsborough hosting its first ever league fixture on a Sunday - goals from Joicey, Willie Henderson and Bernard Shaw helping to beat the Robins in front of an higher than average 15,888 crowd.

The home win over Bolton Wanderers, in September 1982, will always be remembered for the quickest goal ever scored at Hillsborough, John Pearson netting after just 13 seconds of the Second Division fixture.

Perhaps more memorable was the opening day of the 1984/85 season as promotion back to the top-flight, after a 14-year absence, was celebrated with a rip-roaring 3-1 home win over Brian Clough's Nottingham Forest. In front of almost 32,000 fans, a wonder goal from debutant Imre Varadi was the highlight in a game which also saw Andy Blair and Lee Chapman make their first appearances in the famous blue and white stripes.

The scoreline had an even bigger significance in May 1991 when a Wednesday side, fresh from that memorable League Cup win, knew a win over Bristol City at Hillsborough would clinch an amazing promotion and cup double. Who else but David Hirst (who netted 32 league and cup goals in the season)



Ellis Rimmer

Wednesday concluded a quickfire double on Easter Tuesday and when they completed the 'Great Escape' on the final day it was the North London side who dropped into the second tier.

The 3-1 success at Liverpool in April 1930 was notable as the concept of cancelling games for international matches was many years from fruition, which meant Wednesday travelled to Anfield without the services of England internationals Alf Strange, Ernie Blenkinsop, Billy Marsden & Ellis Rimmer. The club's strength in depth was shown, however, as Tommy Jones and Harry Millership were handed debuts and the Owls cruised to a comfortable win.

The 1962/63 season was one of two campaigns where 3-1 wins were recorded on six separate occasions with

opened the scoring and when he added a second, the vast majority in 31,706 crowd started to celebrate promotion back to the elite. A third from the evergreen Trevor Francis wrapped up the win with a long-range effort from City failing to dampen the scenes of jubilation.

The 1993/94 season saw four home wins and two away by the score of 3-1 with the Hillsborough success over Liverpool unique as Neil Ruddock and Mark Wright both scored at the wrong end to help Wednesday to the three points.

An injury time debut for Alan Quinn, at Everton in April 1998, was of little significance when compared to the result as a brace from Mark Pembridge and an outrageous goal from Paolo Di Canio sealed a huge result, which effectively preserved the club's Premiership place for another season.

PLAYERS

Two of the greatest scorers in the club's long history both made their debuts in 3-1 successes.

The goalscoring feats of Jack Allen (114 in 159 games) and Jimmy Trotter (85 in 114 games) are legendary although Allen failed score on his debut as Aston Villa were defeated at Hillsborough in April 1927.

He did eventually replace Trotter in the number nine shirt and smashed 33 league goals in two consecutive seasons (as the Owls won the league title in 1929 and 1930) although he failed to wrestle the club top flight scoring record from Trotter, who netted an astonishing 37 in the 1926/27 season!

Trotter had signed from Bury in January 1922, for the princely sum of £1,907, but unlike Allen he did net in his first appearance, scoring at home to Wolves in February 1922.



Imre Varadi

Early post-war goal grabber Clarrie Jordan marked his February 1948 debut with a goal in a Hillsborough win over Bradford Park Avenue while 1960s heroes Bobby Craig, Mark Pearson and David Ford all made their club debuts in a 3-1 win.

The signing of the vastly experienced Steve Whitton by new manager Ron Atkinson in March 1989 was a gamble as 'Big Ron' tried to save Wednesday from the drop. However, Whitton

led the line well on his debut – a 3-1 home success over Charlton Athletic – and would score the crucial goal against Middlesbrough that kept the Owls in the First Division.

Without doubt, one of the most dramatic debuts of any Wednesday player was that of teenager Dean Barrick, in the same season, as he was handed a surprise shirt by Atkinson for the proverbial six-pointer at Newcastle United in March 1989. Barrick promptly scored with his first touch, just three minutes into the game, and reeled away to the travelling fans in almost disbelief at a fairytale start to his league career.

3-1

FREQUENCY: 172/4456 games

MOST IN A SEASON: 6 (1962/63 & 1993/94)

NUMBER OF SEASONS: 87/110

FIRST: 03/09/1894 v Preston North End (H)

LAST: 24/01/2012 v Scunthorpe United (A)

COMPETITIVE DEBUTS:

ALLEN, Jack
BAILEY, Ian
BARRICK, Dean
BLAIR, Andy
BRADSHAW, Frank
BURGESS, Harry
CHAPMAN, Lee
COLEMAN, Simon
CRAIG, Bobby
CRAPPER, Christopher
DOWLING, Michael
FERGUSON, Ronnie
FORD, David
GREGORY, Tony
JORDAN, Clarrie
LAW, Alex
LEMAN, Denis
MARWOOD, Brian
MILLERSHIP, Harry
PEARSON, Mark
QUINN, Alan
TROTTER, Jimmy
TUMMON, Ollie
WHITEHOUSE, Jack
WHITTON, Steve



GCI Com

Empowering your communications



Proudly supporting the

OWLS

**Supporting local business
with two great offers!**

Free Digital Audit of your Internet and Telephone services. Are you getting the **right** service at the **right** price for your business?

Get **12 months** Internet and Telephone Lines **FREE**.*

Contact us at **Owls-offer@gcicom.net**

Private Data Networks • Telephone Voice Solutions • Unified Communications • IT Support Services

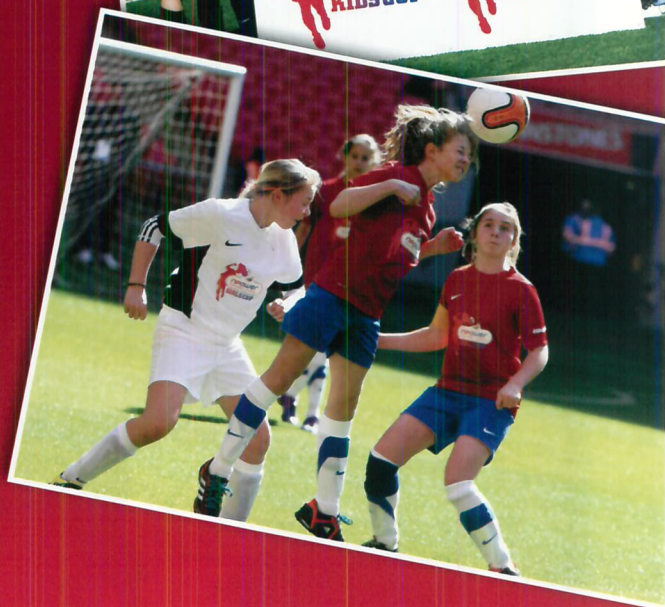
* Subject to terms

Live the Dream

The npower Football League Kids Cup & Girls Cup competitions for U11 schoolchildren and U13 girls culminate in finals played at Wembley Stadium! There are also great prizes for schools to win along the way such as team kits and footballs.

Show your children the importance of teamwork, the fun of playing football and the rewards of achievement.

Contact your Football League club to find out how your school could get involved.



npower

Working in partnership with The Football League Trust we're also using young people's love of football to help them develop their skills and confidence in exciting ways. Visit npower.com/getinvolved to find out more.

YOUR WEDNESDAY



OBITUARY

Richard Malcolm Hill who lived in Hathersage, died unexpectedly on 28 August aged just 14.

Richard followed his uncle and grandfather in supporting the Owls and was an ardent Sheffield Wednesday fan.

Despite his tender years, Rick had followed the Owls since a young boy and even travelled to Cardiff in 2005 for the play-off final when he was just six.

Rick will be missed dearly by his family and friends and by all those that he met at Hillsborough.



Jon Paul Oxley

Sheffield Wednesday would like to pay tribute to an Owls supporter who recently lost his fight with a crippling illness earlier this month.

Charity campaigner Jon Paul Oxley, 21, from Devon, lost his battle with cystic fibrosis following a lung infection. Jon Paul passed away surrounded by his friends and family at Derriford Hospital, Plymouth, after fighting his condition for more than 20 years.

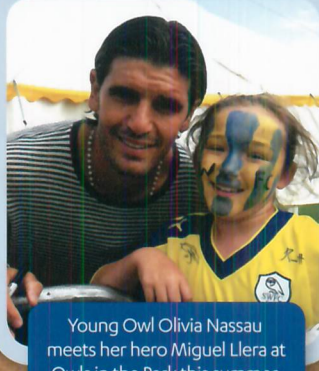
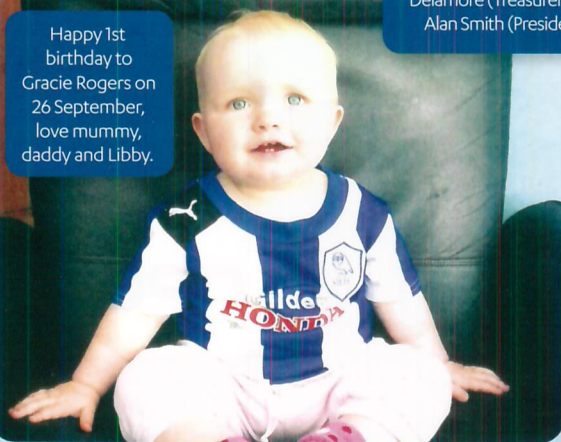
The young fan's funeral was held on Friday 21 September with the guests all wearing either SWFC football shirts or blue and white clothing to signify his love for the Owls.

Welcome to The Children's Hospital



Pictured here is the recent presentation of a signed England shirt to the Sheffield Children's Hospital from Wednesday's 'Wise Old Owls' with Paul Walshaw (Membership Secretary), Jean Wall (Asst. Treasurer), Mabel Delamore (Treasurer), Cheryl Ridge (The Children's Hospital, Sheffield), Alan Smith (President), John Preen (Outings, Functions & Publicity).

Happy 1st birthday to Gracie Rogers on 26 September, love mummy, daddy and Libby.



Young Owl Olivia Nassau meets her hero Miguel Llera at Owls in the Park this summer.

GET YOUR MESSAGE ACROSS

If you would like to get your message across in the programme this season, please drop into the Owls Megastore or call 0871 995 1867 at least seven days prior to the match requested. Supporters can request a 20-word message in print free of charge, while a 60-word message costs just £10 and words plus a picture are available at £20.



Happy 16th birthday Demi-Jade. Hope you have a lovely day, lots of love mum, Emma, Russell, Bailey and Kenadey xx xx xx xx xx



Happy 1st birthday to little Kai Craig Fitzgerald – a true Wednesday fan forever. All our love, mummy and daddy, brothers Ryan and Josh and sister Laila x x x

North Stand Season Ticket holder Chris Jones with his son Lewis James, born 17/08/12. Lewis is a fifth generation Owl! X



Welcome to their first Wednesday match to Evie Brookes (aged four of Maltby, Rotherham) and her friend Samuel Hudd Daniels (aged five of Brinsworth , Rotherham)



Happy birthday to William Whitaker from Dunsby, Lincolnshire who will be 11 on 21/9/12. Love from Mum, Dad and Dominic.



Happy 9th birthday to a massive Owls fan, Ben Cottam, lots of love from mum, dad, nan, grandad, Jayne and Ellie xxxxx

Well Done to Emma Churchwell on passing her driving test at the first attempt, you can drive us to the away games now, love from all your friends on the Kop x

Good Luck to Gareth and Richard Sitwell as the start their new lives at Liverpool and Derby Universities this week... enjoy the student life and make the most of it! Take care, love from mum, dad, Georgia and Alex. x

Owls fan makes Open Mic final

Lifelong Sheffield Wednesday supporter Nathan Blood and his band 'The Optimists' will be playing at Sheffield City Hall next week after securing a spot in the regional final of Open Mic UK 2012.

The 20-year-old and housemate Ben Warner (21) who form the band entered the competition a few week ago with the track 'Are You Coming Here?', a song written by the pair about a child's perspective of his father being away at war.

The regional finals take place on Sunday 30 September; if the lads are successful they will perform in the area final and compete for the chance to take part in the grand final at the O2 Arena in London. Nathan said: "This is a great opportunity for us as the winner takes a huge step to making it in the music industry. I will be sure to represent SWFC throughout the competition!"

CONSISTENCY IS KEY

Michail Antonio is showing signs of the scintillating form that endeared him to the Owls faithful last season and insists there is plenty more to come – from both himself and his new employers.

Following his incredible impact in these parts though the latter part of 2011/12, it was inevitable that Antonio's name topped the shopping list of most if not all Wednesday fans over the summer.

And after a transfer story that spanned much of the transfer window period, the Owls eventually agreed an undisclosed fee with newly-promoted Reading for the services of the wing star, who put pen to paper on a four-year deal at Hillsborough.

Antonio is credited by many as firing Wednesday's promotion charge to the Championship and to say that he was wanted on board moving forward is an understatement.

Initially loaned to the Owls by the Royals, the effect of the 22-year-old was almost unprecedented as his 14 appearances and five goals significantly aided Wednesday's route to the second tier.

Little wonder, then, that his permanent transfer in early August was met with the most firm of approvals in this neck of the woods.

He told 'Wednesday': "The transfer took a bit of time to sort out and it was a waiting game

for me. But there was never any doubt that Sheffield Wednesday was where I wanted to come and I couldn't have been happier when the deal was done.

"I loved it here last season and I'm loving it here now.

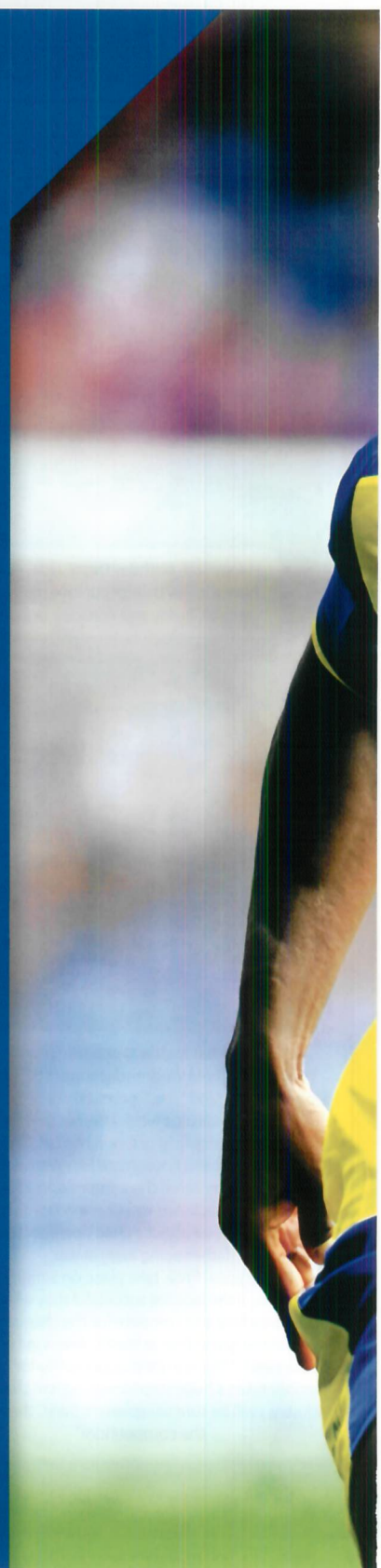
"The fans played their part by constantly sending me tweets and their support and encouragement meant so much to me.

"To play my part in the promotion last season was something that I will never forget. The last day against Wycombe was just amazing."

Fast forward some three months from that momentous meeting with the Chairboys and the sunshine has currently made way for intermittent storm clouds gathering in S6.

A hugely encouraging start to the season has been checked by three successive defeats and Antonio is as keen as the next man to see the Owls haul themselves out of the mini slump:

"We need to get out of this rut quickly by trying to get a result against Bolton today and then just kick on from there because right now, results are just not going our way.









“

The season so far on a personal level has been up and down, like it has for the team really. I would rather be a seven out of ten every week than a nine out of ten once every few weeks and that is what I am aiming for.

”





"Basically, we just need to stop conceding goals. In every game, except the Fulham game in the Capital One Cup, we have conceded two or three goals, and we can't keep on doing that and expect to score more goals than the opposition.

He continued: "It's not just the defenders that need to defend – the ball comes from their half through the strikers and the midfield and then defence so it's not just the defenders who are responsible, it's all of us as a team and all of us need to prevent the ball from hitting the back of our net, which we aren't doing at this moment in time.

"We get paid to forget the last game and kick on, we have lost three games in a row now, but hopefully against Bolton we can go out there at get a result."

As the manager has emphasised,

Wednesday have little to fear in the Championship, as was evidenced by the excellent start to the new campaign that yielded seven points from three games and a position in the higher echelons of the division.

Adverse results have since stopped the Owls in their tracks but Antonio is confident the team can plot a course back towards the right end of the table.

He reasoned: "We went five games unbeaten at the start of the season, we beat a couple of established Championship teams in Birmingham and Millwall and we also beat a Premier League team in Fulham.

"That shows that we do have the players to do well so we just need to do it. Bolton are up and down in form right now, a bit like we are, so hopefully this will be the game for us to get back on another run."

On a personal note, the popular

wideman compares his own season to that of the Owls in the bigger picture – inconsistent.

Antonio is showing signs of returning to the peak of his powers and closed by outlining his desire to perform on a consistent basis week in, week out:

"The season so far on a personal level has been up and down, like it has for the team really. I would rather be a seven out of ten every week than a nine out of ten once every few weeks and that is what I am aiming for.

"I don't feel I have really got into my stride yet but hopefully I can get into it as soon as possible. It's important to mentally be in the place where you want to be, to know who to pass to and when, and all that comes with experience.

"Dave Jones and the staff here will give me all the experience I need."

THE CHILDREN'S HOSPITAL SHEFFIELD



NEW RESEARCH DIRECTOR TO HEAD UP WORLD CLASS TEAM IN SHEFFIELD



A new Director of Research and Development has been appointed at Sheffield Children's NHS Foundation Trust.

Dr Paul Dimitri (39), Consultant in Paediatric Endocrinology, has taken up the role at the Trust which last year saw 1,082 children taking part in 155 different studies.

Says Dr Dimitri: "The Children's Hospital, Sheffield is a fantastic specialist organisation with world class expertise, and specialised services with research at the heart of all that we do.

"The development of new medical treatments would not happen without research and behind every discovery of a new medicine and treatment are thousands of children and adults who were involved in health research.

"In the last decade, families at The Children's have been involved in research that has led to the prevention and treatment of diseases that would have otherwise led to severe health problems or death in our children.

"Our research is not just about new discoveries; it is also about improving the healthcare that we already provide to children.

"We strive to be an international lead in paediatric research to ensure the best healthcare in the world for the children we treat."

During his time in research, Paul has received two research awards from the British Society of Endocrinology and Diabetes and the Dr Michael Blacow Memorial Prize from the Royal College of Paediatrics and Child Health (RCPCH) for his research work.

As well as taking up the role at Sheffield Children's NHS Foundation Trust, Dr Dimitri has also recently been announced as Deputy Director for the Medicines for Children Research Network (MCRN) for the East of England.

Simon Morritt, Chief Executive of Sheffield Children's NHS Foundation Trust, said: "Dr Dimitri's appointment is a very positive step for The Children's Hospital, Sheffield.

"His expertise will help us to achieve our potential as a leading research organisation and we are delighted that he has taken up the reins in this department."

Research at the hospital spans a range of specialties including bone disease, genetics, respiratory disease, neurology, radiology, cancer and blood diseases, endocrinology and mental health.

The hospital has recently received over £1m in grants for research into the treatment of bronchiolitis - a common winter illness in babies - the use of vibration plate therapy to prevent fractures in children, and the development of bone scanning to replace X-rays in the study of bones in children.





27/09/12

www.make-it-better.org.uk



THEY PLAY IN BLUE AND WHITE

In our series looking at teams around the world who share the famous blue and white of Sheffield Wednesday, we travel 620 miles east to the capital of Germany, Berlin.

Hertha Berlin BSC



When people talk of Berlin, it's unlikely they will be talking football. Yet based in the historical German capital is local side Hertha Berlin, a club with a proud history despite the difficulties of playing in a city quite literally divided in two.

The club was formed in 1892 by two sets of brothers aged 17 and 18, who decided to name the club Hertha after one of the brothers had sailed on a steamboat of the same name. The club colours were also based on the boat, as the boat's chimneys were painted in the blue and white, giving the club its identity that it maintains today.

Hertha Berlin spent its early years playing friendlies and local tournaments. In 1900, Hertha were a founding member of the German Football Association (DFB) which was established in Leipzig. After an initial struggle, Hertha became Berlin's top supported side, gaining more members as other local sides folded, and built on this success by winning their first Berlin title in 1905.

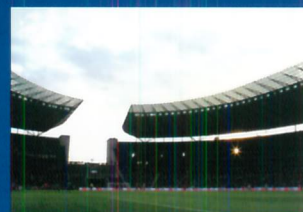
In 1910, Hertha won a historical match against Southend United, the significance being that England invented football and were seen as the masters of the game. Hertha enjoyed relative success in their regional division 'Oberliga Berlin-Brandenburg' but sadly couldn't repeat their success on the national front, winning only two of

the six finals they qualified for between 1926-1931.

German football and indeed Germany itself changed greatly when the Third Reich came into power. In 1933, the leagues were reformed into 16 regional divisions, with Hertha enjoying top half finishes and even capturing the Berlin title on three occasions.

They could not, however, translate these achievements in the national championship and faded from prominence. After the war, the allied forces banned almost all sporting activities and organisations, and even when the ban was lifted only smaller regional championships were held (which saw 45 new football clubs appear in Berlin). Hertha had to reform under the name SG Gesundbrunnen to compete in these leagues but were allowed to resume their original title by 1949.

In 1963, a new national league was formed, the Bundesliga. Hertha were chosen as Berlin's representatives over rivals TeBe due to the fact the blue and whites had won the Berlin league the season before.



In August '63 at five o'clock, Hertha played their first game, a 1-1 draw in Berlin with 1.Nuremberg in front of 60,000 fans, with Hertha's team containing a certain Otto Rehhagel (who coached Greece to Euro 2004 glory, more on him later).

Despite finishing above the drop zone that season, Hertha were relegated after they attempted to bribe players to play in Berlin whilst the Berlin Wall was being constructed, breaking strict rules regarding player payments.

But because of Hertha's demise, the German authorities

wanted a Berlin side in the top flight and so promoted Tasmania Berlin, who went on to have the worst season in Bundesliga history, with two wins and 28 defeats, ending with a goal difference of -93. Luckily, Hertha were back in the top flight by 1969.

After initially being investigated over match-fixing in 1971, it emerged Hertha had incurred debts of 6m DM and had to sell their stadium to relieve the possibility of closure. Despite all this, the 1970s turned out to be some of Hertha's most exciting years, finishing second in the Bundesliga in 1974-75, plus two German Cup finals and reaching the UEFA Cup semi finals in 1979.

Just one season later, though, the capital side were relegated to 2. Bundesliga, and dropped again in 1987 to the regional leagues, unthinkable for a club of Hertha's size. The Berlin Wall fell in 1989, which saw an incredible 11,000 East Berliners, who were previously banned from crossing the divide to watch the team, turn up for the first game in a unified Berlin.



It took until 1997 for Hertha to return to the top division, ending a six-year wait for Berlin to have a top flight side (making Germany the only league in Europe without a team from the capital in the top division.)

European football was on the agenda in the following few years, with UEFA Cup and Champions League campaigns to contend with and games against the likes of Milan, Chelsea and Barcelona and star players such as Sebastien Diesler and Marcelinho.

Such is the way with Hertha, however, that problems soon surfaced and after several mid-table finishes and one incredible season in 2008-09 when the Berliners competed for the title right to the last couple of games, the side were relegated again. Immediately promoted, amazingly, Hertha went down again last season under Otto Rehhagel in a play-off against 2. Bundesliga side Fortuna Dusseldorf.

WEDNESDAY BUSINESS

VIP MASCOTS



Sheffield Wednesday have two VIP mascots for this afternoon's game, Mimi and Max.

Mimi's hobbies include rounders, netball and hockey and her favourite player is



Jermaine Johnson while Max enjoys fishing, playing cricket and history at school and agrees with Mimi that JJ is the best Owls player.

CONTACTS

Commercial Director

Andy Daykin

Corporate Sales Manager

Ian Leech

Corporate Sales Executive

Chris Thacker

Corporate Sales Administrator

Elaine Murphy

Hospitality:

hospitality@swfc.co.uk

Advertising & Sponsorship:

commercial@swfc.co.uk

Tel: 0114 221 2335

SPONSORS

Matchday Sponsor

Insurance Consultants International are this afternoon's Matchday Sponsor. A warm welcome to Colin and Dale Allum and their guests to the game today.



Matchball Sponsor

This afternoon's Matchball Sponsors are DSR Demolition. We are delighted to welcome Dominic Ogden and his guests to Hillsborough this afternoon.



Programme Sponsor

A warm welcome to our guests from Sport 5, visiting S6 as this afternoon's Associate Matchday Sponsor.



Associate

Matchball Sponsor

We welcome Matt Balme and his guests from POW (UK) Ltd to the game today, who are this afternoon's Associate Matchball Sponsor.



Promotional Office Warehouse
You want it, we will get it.

EXECUTIVE BOX HOLDERS

D. SHARPE						

Match sponsors at Wednesday night's game against Huddersfield at Hillsborough:



Matchday Sponsor - Whitehouse Construction



Matchball Sponsor - Sytner BMW



Programme Sponsor - Rubber Safety Hygiene

West Stand Sponsor

We are delighted to welcome Carling as the sponsor of Hillsborough's West Stand for the 2012-13 season. Carling have kindly donated the space on the West Stand to the Children's Hospital Charity.



Disabled Enclosure Sponsor

We are delighted to welcome Westfield Health as the sponsor for the disabled area in the North Stand.



Kop Sponsor

We are delighted to welcome law firm Hill Dickinson as the sponsor of the Kop for 2012-13.

HILL DICKINSON
LAWYERS



The P&A Partnership
Business Recovery & Insolvency



HowarthLynch
Chartered tax accountants
specialising in M&A tax credits



OWLS NETWORKING

THE LATEST NEWS FROM THE WORLD WIDE WEB

facebook



THE WEDNESDAY WEEK

Not content with just having their say in short text updates to followers online, a number of Wednesday's Twitter fans have got together to produce a regular podcast for supporters to listen to.



The independently made downloads feature a group of regular Owls fans chatting about all the recent Wednesday news as well as amusing anecdotes, memories from across the years and some comedy in-between – much like an audio version of the traditional fanzines of the past.

Regular Twitter users @FudgeandDave, @Beastie_ and @SausageArms joined up with the podcast's host @Lord_H and other guests to make the hour-long audio broadcasts of 'The Wednesday Week', now onto their tenth episode and well received by other supporters.

Reviews on iTunes for the original podcasts at the end of last season had 100 per cent five-star ratings from listeners, with one comment from 'StanTheOwl' saying: "A must for all Wednesday fans. Top banter, great humour and up to the minute reviews."

One of the highlights of the show are the match reports from recent games, with @Beastie_ and the other contributors giving their own amusing

round-up of their whole matchday from a fans' perspective.

Additionally, the group regularly refer to other people's comments that have been posted on Twitter – so your views can be aired too!

Whilst 'The Wednesday Week' is an unofficial podcast and not produced by Sheffield Wednesday itself, it gives supporters the opportunity to hear other fans' views, and even to contribute yourself, which is the fantastic thing about connecting with fellow supporters across social networks.

Download the podcasts via iTunes by searching for 'The Wednesday Week', and follow their collective Twitter account at @TWWcast. You can also find 'The Wednesday Week' on Facebook.

GO DIRECTLY TO JAIL...



A judge in Kansas took exception to comments posted onto Facebook by a woman charged with driving under the influence of alcohol this week.

Judge Mary Jane Phelps ordered defendant Paula Asher to close down her Facebook page after she posted a status update to the social network saying: "Got a DUI and I hit a car... LOL."

When Asher refused to close her account, the judge sentenced her to two days in jail for contempt of court.

Upon her release, the teenager said: "I had to go put my time in. I apologise to everybody. I apologise to the judge. I didn't mean to hurt anybody.

"I didn't think 'lol' would get me put in jail," she added.

Always be wary of what you post on social networks!

RESPECTS PAID

At Wednesday's match between the Owls and Huddersfield, a moment of reflection was impeccably observed by both sets of supporters.

The two clubs announced via our respective social media channels on Wednesday morning that the moment's



silence would be held to reflect on the 96 Liverpool supporters who lost their lives at Hillsborough in April 1989, as well as the two soldiers from the Yorkshire regiment who died in service last week.

Sheffield
Wednesday

would like to thank supporters for their poignant words on social networks regarding the tribute, which were in remembrance of those who are no longer with us.

On Facebook numerous people posted 'RIP' in their comments, with some adding their own tributes, such as Darren Traves posting: "To the 96 and the brave soldiers, you will never be forgotten".

Andy Enever added: "Football takes second place to instances like this."

We cannot include all comments here due to space, however we appreciate fans and followers paying their own respects publicly on the social networks and are sure that some of the families and friends of those that passed away will have had the opportunity to read through your posts.

THE REVEREND SPEAKS



Owls fan, avid Twitter user and Reverend and the Makers' frontman Jon McClure has had a very busy September preparing for

the band's upcoming tour.

Reverend and the Makers are embarking on a national tour throughout October, playing a sold-out homecoming gig at Sheffield's O2 Academy on Saturday 20 October, supported by The Book Club – another local band who are also made up of Owls fans.

The nearest local venues with tickets still available include the Manchester Ritz on Sunday 14 October, Nottingham Rescue Rooms on Wednesday 17 and Stylus in Leeds on Thursday 18. Check the website at www.iamreverend.com for tickets and information.

Jon is such a big fan of Twitter that he named his latest album after his Twitter account '@Reverend_Makers' and you may hear singles from that release, such as popular hit 'Bassline', played at Hillsborough throughout this season.

Additionally, Reverend and the Makers' new track 'Shine the light' has been picked to headline the soundtrack of popular EA Sports game FIFA 13, which is released next Friday, 28 September.

"I'm very excited to be teaming up with EA Sports for this game," says Jon. "We could sell out a full UK tour but my friends would still think having a tune on FIFA is bigger!"



Scan the QR codes with your smartphone to access the Owls' official Facebook and Twitter pages



THE ACADEMY



NEW BOSS IN OFFICE

New academy chief Dean Ramsdale has enjoyed a hectic week of bedding himself into the youth set-up at Middlewood Road.

Ramsdale took up his new role last Monday and first up paid tribute to assistant manager Nev Burbeary and the team for holding the fort prior to his appointment.

He said: "I have spent my first week at the club slowly introducing myself to the staff and the players.

"I must thank Nev and all the staff who have continued to work hard with the players, ensuring that the academy functioned after Sean McAuley.

Ramsdale has also spoken of his delight at having taken the academy reins and pledged to build on the sound foundations already in place.

He added: "I am delighted and proud to have been appointed as academy manager and I am excited at the prospect of bringing further success and providing players who will play for and succeed in our first team.

"Working with young, talented footballers is a pleasure and I am confident that over the course of the coming seasons, our supporters will see the product of everyone's collective hard work.

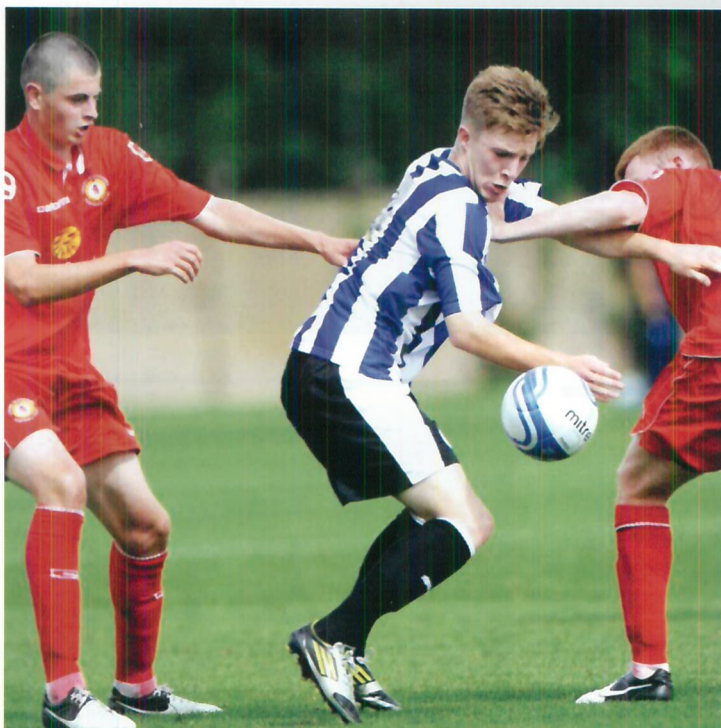
"This season, the plan is to communicate to our fans

exactly what operating our academy is all about.

"This insight will be informative and get the message across that each and every one of them can have a part to play on the academy's further development and success.

"I hope that supporters find time to come along to watch the players, I know they will welcome the opportunity."





EPPP PROGRESS

Due to the Elite Player Performance Plan, all football clubs throughout the country have had to make huge changes to their Youth Development Programmes. To meet the criteria set by the EPPP, clubs are now required to extend the coaching hours to all players within the academy from the Under-9s right through to the Under-21s.

At Sheffield Wednesday, a carefully structured timetable now has the players within the Foundation Phase (9s-11s) training for four hours rising to six hours per week with the Youth Development Phase (12s-16s) putting in six hours rising to 12 hours per week. The Professional Development Phases (U18s-21s) will train for 12 hours minimum per week.

Nev Burbeary explained: "The introduction of a full day release programme for our schoolboys has enabled the academy to increase its coaching hours and more importantly give the coaching staff an enhanced opportunity to cater for individual learning needs and to work with the players in more detail.

"The new timetable has only been in place since the start of the season but is already showing signs of success. The players also need to take some credit for this as they are all prepared to give full commitment. These are exciting times as further opportunities are being created to fast track the development of both our players and the academy."

SHEFFIELD WEDNESDAY ACADEMY U18S FIXTURES SEASON 2012/13

Date	Opposition	H/A	Res
Sat 18 August	Birmingham City	A	3-3
Sat 25 August	Crewe	H	2-3
Sat 1 September	Derby	A	2-1
Sat 15 September	Coventry	A	4-3
Sat 22 September	Huddersfield Town	H	
Sat 29 September	Leicester City	H	
Sat 6 October	Sheffield United	A	
Sat 20 October	Leeds Utd	H	
Sat 27 October	Barnsley	A	
Sat 3 November	Birmingham City	H	
Sat 17 November	Wigan	A	
Sat 1 December	Derby County	H	
Sat 12 January	Nottingham Forest	A	
Sat 19 January	Huddersfield Town	A	
Sat 26 January	Coventry City	H	
Sat 9 February	Leicester City	A	
Sat 23 February	Sheffield United	H	
Sat 2 March	Leeds United	A	
Sat 9 March	Barnsley	H	
Sat 16 March	Wigan	H	
Sat 30 March	Crewe	A	
Sat 6 April	Nottingham Forest	H	

Please note all games are subject to change and kick offs are 11.00am unless otherwise stated.

HILLSBOROUGH HEROES

Apart from the obvious Celtic ancestry and a surname starting with the letter 'W' today's two featured legends have little in common.

One played for 20 years to become the club's longest ever servant at the beginning of the last century, whilst the other was a defensive lynchpin for a decade towards the end of the same century.

Without doubt they made a beneficial contribution to the Wednesday history book, posting a collective number of over 1,000 appearances. The older holds the record for the number of games played and goals scored during 20 years at Owlerton, whilst the most recent became the Owls most capped player at full international level prior to leaving in 1994.

NIGEL WORTHINGTON worked under manager Howard Wilkinson whilst at Notts County, making 67 appearances after joining from Northern Irish side Ballymena United.

When Wilkinson left County to take over the hot seat from Jack Charlton at Hillsborough, Worthington soon followed, making his debut against Brighton & Hove Albion in February 1984. He remained consistently in the side which would go on and gain promotion to the top flight at the end of that campaign.

Nigel's club performances soon earned him International recognition – within three months of his Hillsborough debut he played for Northern Ireland against Wales and Finland, these to be the first two of his 50 caps gained whilst with Wednesday.

Worthington played in the 1986 World Cup finals but at club level he became more challenged with the likes of Mark Smith, Steve McCall and Wilf Rostron snapping at his heels for the left back role. He resisted these challenges but, at the end of the 1988/89 season, he looked set to quit Wednesday following overtures from newly-crowned First Division champions Arsenal.



Nigel Worthington

Fortunately, he remained with the Owls, though within six months Worthington again became unsettled and this was followed by the signing of Phil King, a £400,000 full back from Swindon Town. However, Nigel remained at Hillsborough and would produce probably the finest form of his career when he forged a new left-side partnership with the newly acquired defender.

The duo were outstanding as Wednesday went on to win a return to the top tier and the League Cup in 1991. Further kudos followed for the popular Irishman in the form of a testimonial match against Derby in August 1993 and the award of his 50th international cap against Mexico in August 1994.

Nevertheless, in the same summer, Worthington

rejected a new contract with Wednesday and within days he again linked up with old manager, Howard Wilkinson at Leeds for a tribunal fixed fee of £375,000.

At Elland Road, though, opportunities were less plentiful and Nigel made some 33 (+ 10) appearances for the West Yorkshire team over two seasons before moving to Stoke, where he won the final two of his 66 Northern Ireland caps.

Twelve months on he was handed his first taste of management, taking on the player/coach role at Blackpool where he remained until Christmas 1999. Following a further management spell at Norwich, Nigel was then put in charge of the Northern Ireland international side, a position he held until 2011.

When Glasgow side Clyde were relegated with just four points from their 18 league games in the Scottish First Division in 1900, it signalled the opportunity for the big, strong, young centre forward **ANDREW WILSON** to head south of the border and sign for Wednesday for the princely sum of £200.

By a strange twist of fate, The Wednesday had just been crowned champions of the Second Division in England and Wilson went straight into the side. It was the first campaign of the new century and the team finished comfortably in mid-table with the young Scottish acquisition top scoring with 13 goals.

Quite extraordinarily, Wilson posted double figures in each of the seasons up to the outbreak of the First World War. During this period the club won the First Division title in successive seasons - 1903 and 1904 - as well as lifting the FA Cup at Crystal Palace against Everton in 1907.

In the winter/early spring of the 1909/10 season, Wilson was absent injured for several games and during this period Wednesday signed another centre forward from Scotland, Irishman James Murray from Motherwell. When fit again Wilson had temporarily lost his number nine shirt but returned to play at number ten (the inside left position) and slotted in alongside Murray and carried on scoring.

Then when the lethal new centre forward, David McLean, arrived to replace Murray in February 1911, Wilson formed an even better partnership with him

and the goals still kept coming.

It should be pointed out that wartime statistics are not always denoted in record books, and it is worthy of note, therefore, that during the period of the First World War (1915 - 1919) Wilson hit the target 25 times in 75 games.



Andrew Wilson

Following the cessation of hostilities, Wilson signed a new contract with Wednesday, but then aged 39, he played just one peacetime game - at Liverpool in March 1920 - before calling it a day.

He embarked on a management career which embraced spells at Bristol Rovers, Oldham and Stockport and eventually returned home to retirement in Scotland.

Andrew passed away in 1948 and it seems highly unlikely now that his amazing 20-year record with Sheffield Wednesday - 216 goals in 546 League and FA Cup appearances, plus 25 goals in 75 wartime games - will ever be challenged.

CELEBRATE CHRISTMAS IN STYLE AT HILLSBOROUGH

Our traditional Christmas parties include:

- Christmas menu (food served at 8.00pm)
- Disco (7.30pm - 1.00am)
- Bar till 12.30 am

FREE ROOM HIRE
for private
Christmas parties.
T & C's apply.

Only
£28.95
per person

FRIDAY
7th, 14th & 21st
SATURDAY
22nd

20% discount
for parties of
15 or more
Valid until 31st August
Subject to availability
T&C's apply

Sat 1st Dec
**FESTIVE
BUFFET EVENING**
ONLY **£21.95**pp

ALL INCLUSIVE PARTY NIGHTS

Friday 7th December
Saturday 1st & 22nd December

£49.95
per person

Includes a delicious
two course carvery.

Package includes all inclusive drinks
(see website for a list of drinks included with
this package)

Sat 8th Dec
**FESTIVE
KARAOKE NIGHT**
ONLY **£16.95**pp
Includes a
finger buffet

Sat 8th Dec
The best from Take That,
The Wanted, Westlife plus more...
MOST WANTED
ONLY **£34.95**pp
Includes 3 course
dinner

Fri 14th Dec
Ultimate Soul
& Motown Night
J P MORRIS
ONLY **£34.95**pp
Includes 3 course
dinner

Sat 15th Dec
**THE PERFECT
80's EXPERIENCE**
ELECTRIC DREAMS
ONLY **£34.95**pp
Includes 3 course
dinner

Sun 16th Dec
Traditional 3 course
Christmas Carvery with a
visit from Father Christmas,
Ozzie and Barney Owl!
**OZZIE'S FAMILY
CHRISTMAS
PARTY**

Mon 31st Dec
Food, Champagne toast
and disco til 1:30am
**NEW YEAR'S EVE
GALA BUFFET**
ONLY **£44.00**pp
**FAMILY
NEW YEAR
EVE PART**
Also available

Only
£16.50
per Adult

Only
£9.50
per child
(5-12yrs)

**Under
5's
EAT FREE**

To book contact the Sales Team on **0114 3240525 / 0114 3240526**

or e-mail: Hillsborough@thelindleygroup.com

For menus and further details visit the website at www.hillsboroughstadium.com

THE LINDLEY GROUP

The Hallmark of
Catering Excellence





PLAY YOUR PART **@FOOTBALL_LEAGUE**

*Have your say and keep up with all the action and official news from Football League HQ, as we tweet the hottest issues of the day. Plus, don't miss out on our regular weekly fun and games with **#WheresJon** & **#WheresJackie**!*

*To follow us, go to www.twitter.com/football_league or to send us a message, **tweet @football_league***



IN THE COMMUNITY

A LOOK AT WHAT'S HAPPENING AROUND YOUR CLUB

Summer of Soccer Camps

The Owls are celebrating a successful summer of Soccer Camps with more than 250 children attending the sessions and improving their ball skills.

The camps, which offer kids aged five to 14 the chance to learn some valuable football skills while keeping fit, took place throughout the school holidays across South Yorkshire.

The kids enjoyed getting involved in team building activities, playing in mini tournaments and even received a surprise visit from Owls players Mark Beevers and Arron Jameson, who answered all their football questions.

Ryan Brody, aged ten, attends regularly along with his younger brother Josh. He said: "I really enjoy the camps and so does my little brother because they are fun, we have made lots of new friends and I think I'm a lot better player because of the things I have learned."



SWFC Community Manager Marcus Brameld added: "I am really pleased that our summer sessions yet again proved so popular with hundreds of kids choosing to spend their holiday time with us."

The next SWFC Soccer Camp will take place during the October half term (Monday 29 October – Friday 2 November) with a new start time of 9.00am.

For more information or to book a place please call 0114 2212215, email: community@swfc.co.uk or visit our Facebook page at: www.facebook.com/SWFCCommunity





Young fundraiser meets Madine

A youngster who has raised funds for his school and the SWFC Community Programme was rewarded for his efforts when he got to meet his Owls hero.

Jack Goodwin, who is a Y4 at Intake School, was presented with a Wednesday kit by striker Gary Madine at the recent Millwall game after raising the most sponsorship money in his school.

Pupils at Intake School took part in a fundraising penalty shootout and raised an astounding £3,000, which was divided equally between the school and the Community Programme.

SWFC Community Officer Steven Taylor said: "I want to thank Intake Primary School for the amazing effort to raise the amount of money they did. The money the community scheme will receive will be reinvested into the local community through activities.

"I would also like to congratulate Jack for his great effort in raising the most money in the school, and I hope he enjoyed his day out and meeting Gary."

Semedo joins NCS celebrations

The Community Programmes from three local Football League clubs put rivalries aside to come together and celebrate the achievements of over 200 young people from South Yorkshire.

Sixteen-year-olds from the region completed a two-month National Citizen Service Programme with Sheffield Wednesday's Community Programme, the Rotherham Community Sports or The United Initiative.

To celebrate their success, a graduation ceremony was held at Sheffield Cathedral with over 400 guests attending including participants, families, friends and representatives from each club.

Representing the Owls was midfielder Jose Semedo, who was on hand to meet graduates and present their certificates along with local boxers Richard Towers and Junior Witter.

Boxing legend Brendon Ingle and Chaplin for Sport Reverend Peter Allen also gave talks highlighting the benefits of volunteering in the community and the positive impact it can have.

National NCS Coordinator for the Football League Trust, Darren England, said: "It was fantastic to see so many young people complete the National Citizen Service during the summer and to see so many proud parents supporting their achievements."

SWFC are running NCS during Autumn 2012 - if you are aged 16-17 and would like to take part, please contact the Community Programme on 0114 2212 215.



Proud to
support Sheffield
Wednesday,
Thursday, Friday,
Saturday & every
day of the week.

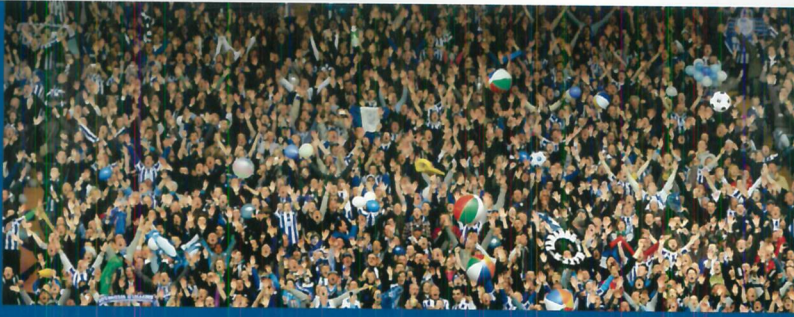
We support our city in every way we can. As a full-service law firm, we are an established member of the business community; providing first-class legal advice and support. But we're also part of Sheffield's fabric - proud to support the local culture, sport and heritage that make Sheffield a great place to live and work.

HILL DICKINSON
LAWYERS

Supporting Sheffield

0114 229 7907
hilldickinson.com





WEDNESDAYITE



The **Sheffield Wednesday**
Supporters
Society

Being the best

We're a little way into the new season now and it's good to see that our matchday services are more popular than ever.

We've taken packed coaches to away games on the other side of London, we've sold every space in our Car Park and the Wednesdayite Lounge has been buzzing! It takes a lot of dedication and hard work from both Wednesdayite directors and our regular helpers to make sure everything runs smoothly, but we know that it's appreciated by the thousands of Owls who choose to join us every season.

Our aim in everything we do is to be the best supporters club possible – whether it's in the stadium, providing services to fans on matchdays or working out in the community to benefit SWFC.

We're proud to be flying the flag (literally!) for the Owls and I think any of the Wednesdayite team would agree that the buzz of being a part of what we do – being close to the club we love and helping to get as many fans to Hillsborough or around the country to see Wednesday – is a major part of why we spend so much time doing what we do.

The best thing is that, from meeting and talking to so many Wednesday fans, we know there are huge numbers of you that share our passion and pride in SWFC and take a part of our club wherever you go. That's why I'm sure that there are plenty of Owls reading this that would love to get involved in being a part of what we do.

We've got big plans for this season – plans that need us to expand our Wednesdayite team. You may be able to give some time on matchdays, both in and outside the stadium. You may want to help out with our brilliant work in the community. Or perhaps you want to be an even bigger part of SWFC but aren't sure how?

Get in touch by email – enquiries@wednesdayite.com or follow us on Twitter @wednesdayite – alternatively come and see any of our directors at the Lounge, in the Car Park or manning our Away Coaches on matchdays.

We're asking for helpers now to enable us to be bigger, better and able to do more for the fans and community of Sheffield Wednesday FC. You can do as much or as little as you like – it all counts towards giving SWFC the supporters club our incredible fans deserve.

Away Coach latest

Our brilliant and popular Away Coach will be heading to every away fixture this season – and members get £2 per trip discount on our already cheap prices! Head to wednesdayite.com/coach for all the latest trips and to make a booking online.

Date	Opposition	Members	Non-Members
Tue 25 Sep	Southampton (COC)	£25	£27
Sat 29 Sep	Wolves	£14	£16
Tue 2 Oct	Burnley	£14	£16
Wed 24 Oct	Blackburn	£14	£16
Sat 27 Oct	Ipswich	£23	£25

NB: Junior prices are also available – and cheaper still!

Up the Owls!

Eddie Hoyland

Vice chairman, Wednesdayite

WEDNESDAY Ladies

OFF TO A FLYER

Last Sunday saw our Ladies team's season get under way with a game against last year's unbeaten Second Division champions Dearne & District FC, regarded by many as a side that will be challenging for honours this year.

After a tough opening 40 minutes, SWFC opened the scoring and went into the break with a 1-0 lead. The second half was a different story with the Owls dominating and adding a further five goals to finish emphatic 6-0 winners.

Next up for the first team is the local derby against Sheffield United which should prove to be a much tougher game.

Our Ladies reserve team also kick off their season this week with a game against Staveley FC in Division Two of the SHWCFL.

Our senior teams train on Wednesday evenings at SWFC's



Middlewood Road training ground and play their home games on Sunday afternoons at our temporary home for this season, Shardlows Sports ground, Nether Lane, Ecclesfield.

If you want to keep up to date with all our teams, please check out our website: www.sheffieldwednesdayladies.co.uk and Facebook page.

Young Owls

UNDER-16s UPDATE

The Under-16s last year had a season that promised everything but delivered little, finishing third in the top division.

This was mainly through drawing too many games when teams parked the bus in front of the net and also through a lack of goals.

In the cup, we were once again the nearly men so this season we want to be fighting on all fronts in all three trophies that are up for grabs.

To do so, we have once again rebuilt the side by bringing in nine new players to go with the seven established players that were left.

We have also added to the coaching/management team by bringing in goalkeeping coach Pete Copley, who brings vast experience to the club and we've also retained the services of Craig Unwin.

We have enjoyed a good pre-season and look in

decent shape for the forthcoming campaign.

I would like to end these notes by welcoming the new players and coaches:

Pete Copley, Tom Platts, Brad Jones, Joe Knowles, Danny Whysall, James Copley, Matt Marsden, Paddy Melady, Alex Green and Jacob Walkland. I would also like to thank the established players John Bowler, Jack Mason, Jamie Unwin, Brodie Cooper, Mason Gayle, James Handley and Jardel Banton for their hard work and commitment.

We would also like to thank the players that have left us this season and wish them all the best for the future.

Dean Cooper, Under-16s manager



MEL STERLAND

THE OWLS LEGEND COVERS BURNING FOOTBALL ISSUES AND ALSO CHARTS SOME ALL-TIME GREATS.

I want to write about a very relevant issue for today's column and that is the handshake that players have to participate in before games.

Whilst I totally accept the reasoning elieve it is flawed, as we saw last season with the Luis Suarez situation and last week with Anton Ferdinand and John Terry.

What has actually happened here is that the handshake situation has highlighted the ill feeling between certain players to the point where they refuse to shake hands.

It makes a mockery of the good intention in the first place and I do feel sorry for the guys who I'm sure thought it was a great idea.

And it is, in principle, but football is not played in principle. Games are

played between players who before kick-off want more than anything to win that game and kick lumps out of the opposition along the way!

These incidents aside, I would scrap the pre-match handshake anyway. After the game, that's fine. We used to kick each other all day long and then shake hands before having a beer in the bar afterwards and that's the way it should be.

As far as I'm concerned, there are only two people who should shake hands before any game and they are the two captains.

I see that a good deal of high profile managers, including Mark Hughes at QPR for whom Anton Ferdinand plays, have spoken out in favour of scrapping the pre-match handshake and I couldn't agree more.



I couldn't possibly go through a list of all-time greats with whom I've played without mentioning Micky Lyons.

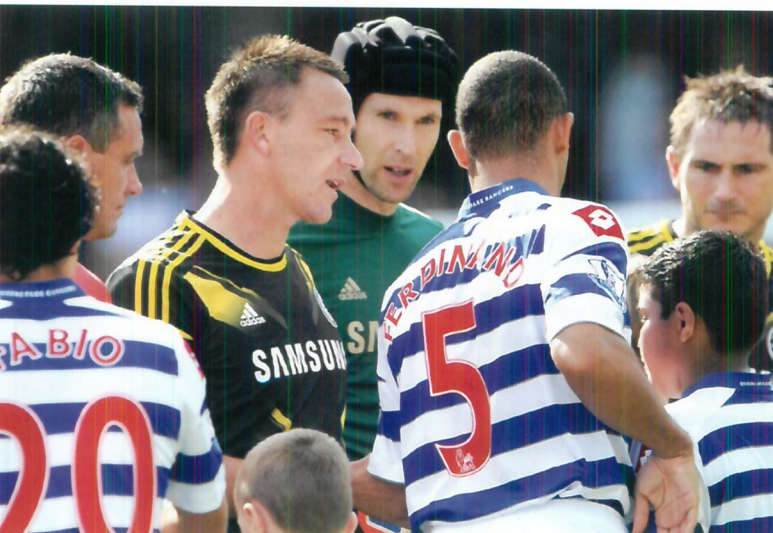


The man was a legend in my eyes, a true leader and a true captain.

Howard Wilkinson brought Micky to Wednesday and what a masterstroke that was. He was superb on and off the field and a genuine fans' favourite for all the right reasons.

He gave you absolutely everything and I wish there was more of his type in the game today. I remember once against Charlton at Hillsborough when he was clattered after about 30 seconds and suffered a nasty cut to the ankle.

He just got up, went off the field to get the cut stitched up, and came back on to help us win the game. He was incredible and I was proud to play for Wednesday alongside him.



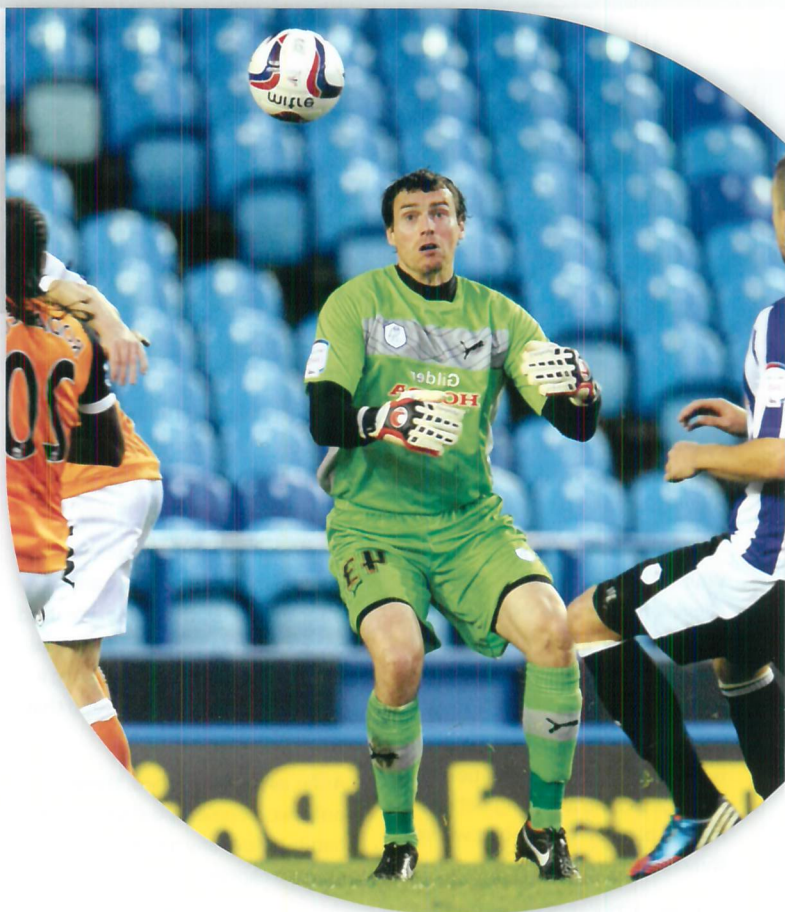
Stephen Bywater

How did you get your big break in football?

I would say it was when I went from my first club which was Rochdale to West Ham on loan when I was 16. I then ended up signing a long term contract at West Ham, which is a huge club, so I was really grateful to Rochdale for letting me go there and giving me that opportunity.

What job did you dream of doing when you were a kid?

All I ever dreamed of doing was playing football; from as young as I can remember it was all I was interested in and all I wanted to do when I grew up.



Growing up, which players did you look up to?

There were a few like Gordon Strachan and goalkeeper Peter Schmeichel.

Who has helped you most to achieve your dreams?

I would have to say my dad who has always supported me and also my former goalkeeping coach Les Sealey, who the number 43 on the back of my shirt is in memory of.

Out of all the goals you've scored which one is most memorable?

I bet you thought I couldn't answer this one... well actually I can! It was when I was playing for Derby County and we played Blackpool in the second round of the Carling Cup at

Pride Park. The game finished 2-2 and went to penalties and mine was unstoppable, even if there were three goalkeepers in the goal it would still have hit the back of the net!

What's the strangest dream you've ever had?

I don't dream... I know they say everyone dreams but I'm just awake, then asleep and then awake again – I don't have time to dream!

Where would be your dream holiday destination?

To be honest I like Cornwall because it's got everything for the family but I will go for



The Power of DREAMS

Sponsored by:
Gilder
HONDA
 The Power of Dreams

Barbados as I went there on my honeymoon. It was beautiful, I really enjoyed it and the food was great!

Who would be your dream dinner guest and why?

If I can't choose my wife or my best friend I will go for David Jason as he was quite good in *Only Fools and Horses* or that guy who plays Dexter, Michael C Hall, just because he's Dexter and I love the show.

What are your goals for the 2012/13 season?

Just for Wednesday to do well!

Who would you like to play you in a film about your life?

Brad Pitt because he's got everything really, hasn't he? Now I have hair I think Brad Pitt could definitely play me in a film, but if it was before I had grown the hair I would have had to have chosen the Irish guy... Colin Farrell when he had a skinhead!

What music do you like to listen to?

I listen to anything and everything but at the moment I really like Chris Brown because my little boy is into him, especially that one that goes 'Yeah, yeah, yeah.'

Who is your hero?

Superman... nah, I'm only kidding! I don't really have a hero, there are people and players I look up to but I don't have a hero.

What has been your proudest moment?

In life I would say having my kids and in work it would have to be the last day of the season at Hillsborough when we beat Wycombe and won promotion to the Championship. It was an amazing, unique and one-



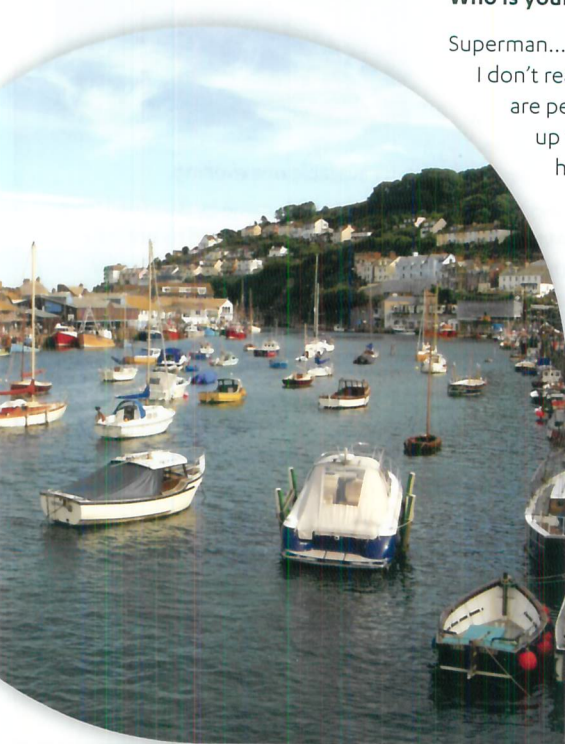
off atmosphere and I don't think I'll ever experience that again.

Have you thought about what you're going to do after football?

Ideally I would like to be a full time dad and full time husband but realistically I wouldn't mind doing some coaching, especially with kids. I'd like to give something back and could coach in the day while the kids are at school.

What's your advice for youngsters who dream of becoming professional footballers?

The best advice I have been given during my career would be to just enjoy what you're doing no matter what. I would say the same thing to youngsters who want to become players – just enjoy it!





IN the CHAMPIONSHIP

GOOD TRY

Brighton have submitted a bid for the Amex Stadium to become one of the venues for the 2015 Rugby World Cup.

Rugby chiefs have already visited the Seagulls' home at Falmer, which opened last July to inspect its facilities.

Brighton & Hove City Council have also been approached and quizzed as part of the consultation process.

Other clubs' grounds are under consideration to stage matches, with Southampton's St Mary's Stadium competing with Albion for the right to be the tournament's South Coast venue.

If selected, The Amex would be in contention to hold several category two matches with the competition to be held in September, scheduled around football's international breaks.

And England could be one of the countries playing there when the Rugby tournament begins.

Albion's managing director Martin Perry said: "We have been approached by the England Rugby 2015 Committee.

"They have been on a tour of the stadium. They have asked us a series of questions and now have to put it to their board."



BEARING UP!

Blackburn Rovers' new kit man has a dual role having performed in front of millions as charity mascot Pudsey Bear.

Gloucester-born Pudsey Bevan has pulled on the famous yellow costume at the BBC's Children in Need television extravaganza for 16 years.

During the event, held every year in November, he paraded around the TV studios alongside a host of celebrities, including presenter Terry Wogan and the Spice Girls.

He was offered the official Children in Need mascot's role by chance while working in security at the BBC, volunteering to help out when the regular Pudsey wasn't available one evening.



And Mr Bevan, who changed his name by deed poll from Alan to Pudsey several years ago, revealed he got into the world of professional football at Fulham in similar circumstances.

He said: "I was working as a fireman/security guard at the BBC and I applied for a job at Fulham on that side of things.

"With no experience at all, Fulham decided they needed a kit man – Kevin Keegan was the manager - I don't know how I got it.

"The only experience I had ever had of professional football was going to watch the team I supported, Bristol City.

"I had followed my team around the country but then suddenly I am right in the middle with a guy who was a legend to me."

BERRA-ING THE BRUNT

Wolves defender Christophe Berra says the club's fans were right to criticise him at the start of the campaign but he is now determined to win them around.

The Scot was initially booed last month against Aldershot after declaring his desire to quit Molineux in the summer.

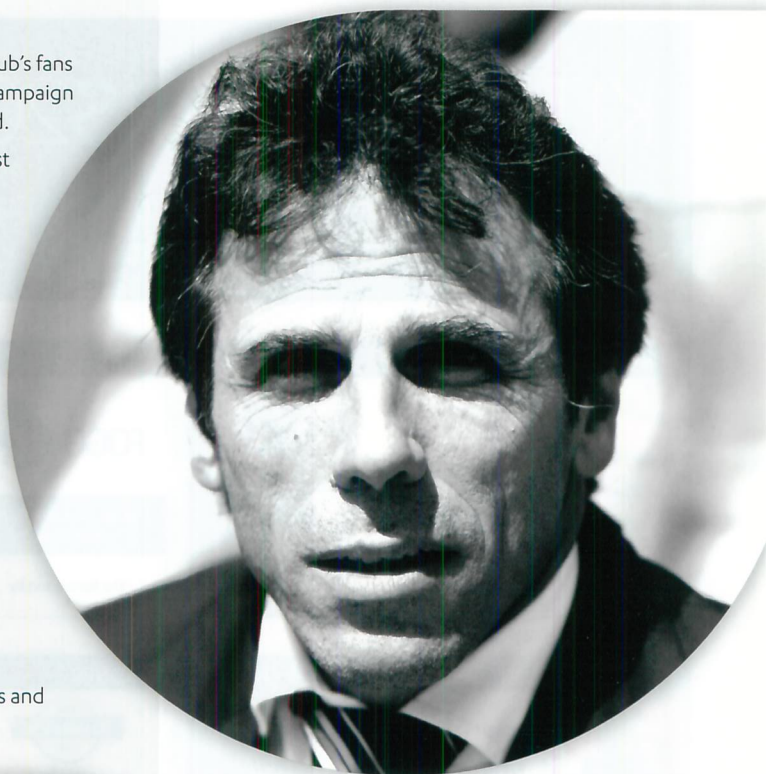
Made available to offers during the transfer window, there was no real interest in the centre back, who arrived from Hearts for £2.3m in February 2009.

But Berra, in the final year of his contract, has vowed to give his all after winning his place back.

He said: "I think anyone who knows me would know I always show a good attitude and will continue to do that.

"This is my last year and I've got ten months or so left and when I'm out on the pitch I will give 110 per cent whatever the situation.

"I know there was criticism from fans and I understand people will always read into things and have their opinions."



HORNETS NEST

Watford boss Gianfranco Zola is expecting to see several departures from Vicarage Road.

The Hornets drafted 16 new faces in this summer following the takeover of the club by the Pozzo family.

Thirteen of the new recruits arrived from Udinese and Granada, who are both owned by Watford's new backers, and took the number of players available to the club up to 39.

But while Zola accepts that some of his squad will leave, he says their departures will not only be upsetting for those exiting the club.

He said: "We have 39 players; they are very good players and I value them. I value the players who have arrived, and the ones who have been here so far, I value them even more.

"But at the end of the day I will have to make some choices and some of them will be painful. They will be painful for the players and they will be painful for me.

"That is because since I have arrived, the players have given me everything and I'm very grateful for that.

"And now I'm in a situation where I have a much bigger range of players to choose from and the best players will be picked."

KIT SPONSORS 2012/13



To sponsor a player please contact us on: 0114 221 2335
or email us at: commercial@swfc.co.uk

MANAGER - DAVE JONES		
	SPONSOR	
	HOME	
	AWAY	

1 - CHRIS KIRKLAND		
	PLAYER	
	HOME	James, Laura & Robert Pennington
	AWAY	The Barton Family

2 - LEWIS BUXTON		
	PLAYER	
	HOME	Karen Linder
	AWAY	Strickland - IOW Owls

3 - REDA JOHNSON		
	PLAYER	KAREN & DAVID PARRY - NORWICH OWLS
	HOME	Whitehouse Construction
	AWAY	Whitehouse Construction

4 - ANTHONY GARDNER		
	PLAYER	
	HOME	Open for food & drink before & after the game
	AWAY	Stein Erik Petersbakken
To sponsor a player kit call: 0114 221 2335		

5 - MARTIN TAYLOR		
	PLAYER	MATT BALME @ POW UK
	HOME	Owls Alive.com - IT'S THE FANS THAT COUNT
	AWAY	To sponsor a player kit call: 0114 221 2335

6 - JOSE SEMEDO		
	PLAYER	MARK CORBIDGE
	HOME	Nigel Turner - Funeral Directors of Whitwell 01909 720 543
	AWAY	Paul Allum - Dubai Owls

7 - MICHAEL ANTONIO		
	PLAYER	
	HOME	Motorcycle Delivery UK
	AWAY	Quality Environmental Services Ltd

8 - CHRIS LINES		
	PLAYER	
	HOME	Garry Parsons Solway Cider
	AWAY	To sponsor a player kit call: 0114 221 2335

9 - GARY MADINE		
	PLAYER	
	HOME	Peter Bland & Dore Opticians
	AWAY	Tim & Oliver Wardman

10 - CHRIS MAGUIRE		
	PLAYER	
	HOME	Joshua & Leonie Croft Beecroft Memorials 01909 723780
	AWAY	James, Laura & Robert Pennington

11 - JERMAINE JOHNSON		
	PLAYER	STEVE & BEN MOORHOUSE
	HOME	Vinny & Jason O'Grady - Vinny's Bread
	AWAY	James, Laura & Robert Pennington

12 - CHRIS O'GRADY

	PLAYER	
	HOME	www.totalextraction.co.uk
	AWAY	www.totalextraction.co.uk

14 - JOE MATTOCK

	PLAYER	
	HOME	Tony Fallowfield
	AWAY	To sponsor a player kit call: 0114 221 2335

15 - RODRI

	PLAYER	
	HOME	Peak HSE Ltd www.peakhse.co.uk
	AWAY	Motorcycle Delivery UK

16 - RHYS McCABE

	PLAYER	
	HOME	www.thetileplace.net
	AWAY	Tim & Oliver Wardman

17 - NEJC PECNIK

	PLAYER	AVAILABLE
	HOME	Ian Cocker Engineering
	AWAY	OWLSTALK.CO.UK

18 - DANNY MAYOR

	PLAYER	AVAILABLE
	HOME	J&G Fencing
	AWAY	To sponsor a player kit call: 0114 221 2335

19 - MARK BEEVERS

	PLAYER	LORD HATTERSLEY
	HOME	Paul & Marcia Griffiths
	AWAY	To sponsor a player kit call: 0114 221 2335

20 - KIERAN LEE

	PLAYER	AVAILABLE
	HOME	Shaun Wass Decorators
	AWAY	Owls Foundation

21 - DIOGO AMADO

	PLAYER	AVAILABLE
	HOME	To sponsor a player kit call: 0114 221 2335
	AWAY	To sponsor a player kit call: 0114 221 2335

21 - PAUL CORRY

	PLAYER	AVAILABLE
	HOME	To sponsor a player kit call: 0114 221 2335
	AWAY	To sponsor a player kit call: 0114 221 2335

23 - JAY BOTHROYD

	PLAYER	AVAILABLE
	HOME	WWW.OWLSONLINE.COM
	AWAY	WWW.OWLSONLINE.COM

24 - ROSS BARKLEY

	PLAYER	AVAILABLE
	HOME	To sponsor a player kit call: 0114 221 2335
	AWAY	To sponsor a player kit call: 0114 221 2335

26 - DANIEL JONES

	PLAYER	
	HOME	The Owls Foundation
	AWAY	Ian Cocker Engineering

32 - MIGUEL LLERA

	PLAYER	
	HOME	Coffee Boutique - Dore
	AWAY	Coffee Boutique - Dore

43 - STEPHEN BYWATER

	PLAYER	THE GORDON FAMILY
	HOME	Graham & Paul Street
	AWAY	To sponsor a player kit call: 0114 221 2335

LADIES LEISUREWEAR

NEW COLLECTION OF LADIES'
T-SHIRTS, POLO SHIRTS,
SWEATSHIRTS AND JACKETS.



WEAR IT
WITH PRIDE

2012/13



PICK UP YOUR NEW MERCHANDISE CATALOGUE IN STORE.

BUY MERCHANDISE ONLINE:

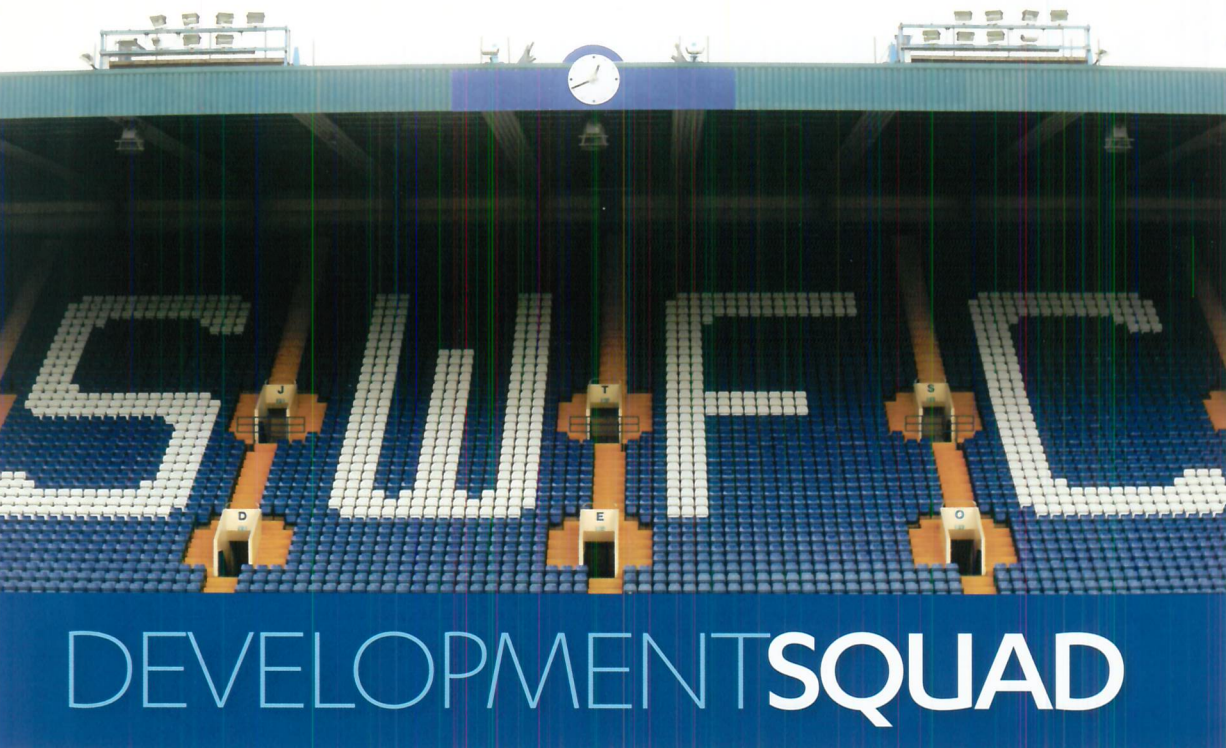
www.swfc.co.uk

IN PERSON AT THE:

Owls Megastore

OR CALL:

0871 995 1867



Owls enjoy first success

Wednesday's Under-21s posted their first win of the campaign last Saturday with a 2-1 victory over Coventry at Middlewood Road.

Trialist Josh Windass gave the Owls a 1-0 lead in a first half that saw Wednesday create plenty in the final third.

But Coventry levelled after the interval from a set piece, only to see the hosts regain their advantage late in the game when Matt Fletcher converted a spot kick.

Development coach Lee Bullen said: "We should have been comfortably in front at half time having created five or six clear cut opportunities. But we didn't take our chances and that was

disappointing because it allowed Coventry back in the game.

"After half time I was disappointed with our performance. We didn't show our usual composure and looked nervous and hence Coventry scored a deserved equaliser.

"But we got the win – a scrappy win – and our first three points of the season which are often the most difficult to get.

"The lads still have much more to give and if they believe in themselves, they will start to show more composure.

"They are a very young bunch, there's plenty of room for improvement and they will carry on learning."



Back the boys

Sheffield Wednesday supporters are reminded that admission is free to all Owls Under-21 fixtures.

Home games are played at the Middlewood Road training ground, with a regular kick-off time of 11.00am - and Wednesdayites are urged to get to the games when possible to see the next potential crop of SWFC stars.

Development coach Lee Bullen has been pleased by the support already shown for the youngsters this season and is encouraging more fans to come down and show their support.

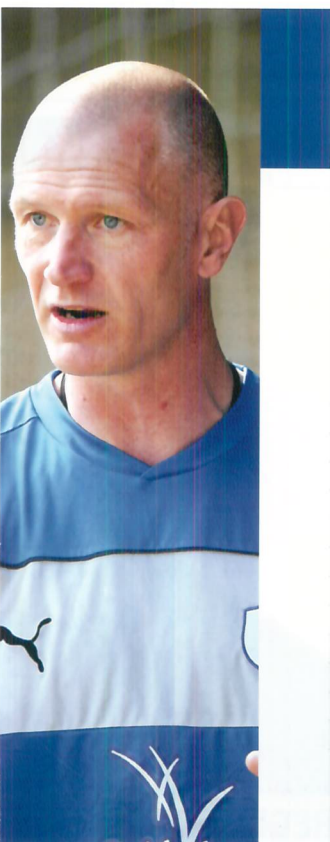
He said: "We have already seen some great support for the lads in the early games played at the training ground and it's great to see.

"That helps inspire the players when they have support and also puts that added bit of pressure on them to be at their best in front of Wednesday fans."



As well as the fixtures at Middlewood Road, the rules of the Under-21 league state that a minimum of three fixtures must be played at the respective club's main stadium.

To that end, the games against Sheffield United, Leeds and Barnsley are provisionally scheduled to take place at Hillsborough.



SHEFFIELD WEDNESDAY U21S FIXTURES SEASON 2012/13

Date	Opposition	H/A	Res
Sat 18 Aug	Birmingham City	H	3-3
Mon 27 Aug	Crewe	A	1-4
Sat 8 Sept	Derby County	H	1-2
Sat 15 Sept	Coventry	H	2-1
Sat 22 Sep	Huddersfield Town	A	
Sat 29 Sep	Leicester	A	
Mon 8 Oct	Sheffield United	H	
Sat 20 Oct	Leeds Utd	A	
Sat 27 Oct	Barnsley	H	
Sat 3 Nov	Birmingham City	A	
Sat 17 Nov	Wigan Athletic	H	
Mon 3 Dec	Derby County	A	
Sat 12 Jan	Nottingham Forest	H	
Sat 19 Jan	Huddersfield Town	H	
Mon 28 Jan	Coventry	A	
Sat 9 Feb	Leicester City	H	
Mon 25 Feb	Sheffield United	A	
Mon 4 Mar	Leeds Utd	H	
Mon 11 Mar	Barnsley	A	
Mon 18 Mar	Wigan Athletic	A	
Sat 30 Mar	Crewe	H	
Mon 8 Apr	Nottingham Forest	A	

Please note all games are subject to change and kick offs are 11.00am unless otherwise stated.

FIXTURES & RESULTS 2012/13

 sponsored by *Classic Business Forms Ltd.*

in association with



DATE	OPPONENTS	H/A	RES	ATT	STARTING XI								
Mon 13 Aug	Oldham CCR1	A	4-2	3,474	Kirkland	Buxton	R Johnson	Gardner	Llera	Semedo	Antonio 1	J Johnson 1	Madine
Sat 18 Aug	Derby County	A	2-2	27,437	Kirkland	Buxton	R Johnson 1	Gardner	Llera	Semedo	Antonio	J Johnson	McCabe
Tue 21 Aug	Birmingham	H	3-2	25,379	Kirkland	Buxton	R Johnson 1	Beevers	Llera	Semedo	Antonio	J Johnson 1	McCabe
Sat 25 Aug	Millwall	H	3-2	24,752	Kirkland	Buxton	R Johnson	Beevers	Llera 2	Semedo	Antonio	J Johnson 1	McCabe
Tue 28 Aug	Fulham CCR2	H	1-0	14,177	Bywater	Buxton	Beevers	Jones	Llera	Semedo	Antonio	Coke	Madine 1
Sat 1 Sep	Crystal Palace	A	1-2	14,043	Kirkland	Buxton	Beevers	Jones	Llera	Semedo	Antonio 1	J Johnson	McCabe
Fri 14 Sep	Brighton	A	0-3	26,594	Kirkland	Taylor	Beevers	Mattock	Llera	Semedo	Antonio	J Johnson	McCabe
Wed 19 Sep	Huddersfield	H	1-3	25,230	Kirkland	Taylor	R Johnson 1	Mattock	Beevers	Semedo	Antonio	J Johnson	Madine
Sat 22 Sep	Bolton	H											
Tue 25 Sep	Southampton CCR3	A											
Sat 29 Sep	Wolves	A											
Tue 2 Oct	Burnley	A											
Sat 6 Oct	Hull City	H											
Fri 19 Oct	Leeds United	H											
Wed 24 Oct	Blackburn	A											
Sat 27 Oct	Ipswich Town	A											
Sat 3 Nov	Peterborough	H											
Tue 6 Nov	Blackpool	H											
Fri 9 Nov	Middlesbrough	A											
Sat 17 Nov	Nottm Forest	A											
Sat 24 Nov	Leicester City	H											
Tue 27 Nov	Watford	H											
Sun 2 Dec	Cardiff City	A											
Sat 8 Dec	Bristol City	H											
Sat 15 Dec	Barnsley	A											
Sat 22 Dec	Charlton	H											
Wed 26 Dec	Bolton	A											
Sat 29 Dec	Huddersfield	A											
Tue 1 Jan	Burnley	H											
Sat 12 Jan	Hull City	A											
Sat 19 Jan	Wolves	H											
Sat 26 Jan	Charlton	A											
Sat 2 Feb	Brighton	H											
Sat 9 Feb	Derby County	H											
Sat 16 Feb	Millwall	A											
Tue 19 Feb	Birmingham	A											
Sat 23 Feb	Crystal Palace	H											
Sat 2 Mar	Nottm Forest	H											
Tue 5 Mar	Watford	A											
Sat 9 Mar	Leicester City	A											
Sat 16 Mar	Cardiff City	H											
Sat 30 Mar	Barnsley	H											
Mon 1 Apr	Bristol City	A											
Sat 6 Apr	Blackburn	H											
Sat 13 Apr	Leeds United	A											
Tue 16 Apr	Blackpool	A											
Sat 20 Apr	Ipswich Town	H											
Sat 27 Apr	Peterborough	A											
Sat 4 May	Middlesbrough	H											

WednesdayCard

Loyalty Rewarded

Register your **WednesdayCard** today in order to earn points at retailers through our TeamCard partners.

So whether grocery shopping with ASDA or picking up the

Every point you earn is worth money to redeem against future

Shop online now at www.teamcard.co.uk.



+ lots, lots more!



IMPORTANT: REGISTER YOUR CARD

Key:

Booked: Sent off: 

Scorer: 1

Subs: (1) (2) (3)

Competitions:

FAC: FA Cup

CC: Capital One Cup



SUBSTITUTES								REFEREE	
Maguire	Pecnik 	Bywater	Mattock	Beevers	Jones	Prutton	Coke	O'Grady 2	Ilderton
O'Grady 1	Pecnik	Bywater	Mattock	Beevers	Prutton	Coke	Madine	Maguire	Mathieson
O'Grady	Rodri 	Bywater	Mattock	Prutton	Coke	Madine	Maguire	Pecnik	Eltrigham
Madine	Rodri 	Bywater	Lee	Prutton	Coke	Maguire	O'Grady	Pecnik	Russell
Maguire	Pecnik	Jameson	R Johnson	McCabe	Mayor	Lee	Rodri	Lavery	Tierney
O'Grady	Rodri	Bywater	Taylor	Mattock	Mayor	Corry	Madine	Pecnik	Lewis
Bothroyd	Rodri	Bywater	Lee	Barkley 	Madine	Maguire	O'Grady	Pecnik	Miller
Bothroyd 	Barkley	Bywater	Jones	Llera	McCabe 	O'Grady	Rodri	Pecnik 	Salisbury



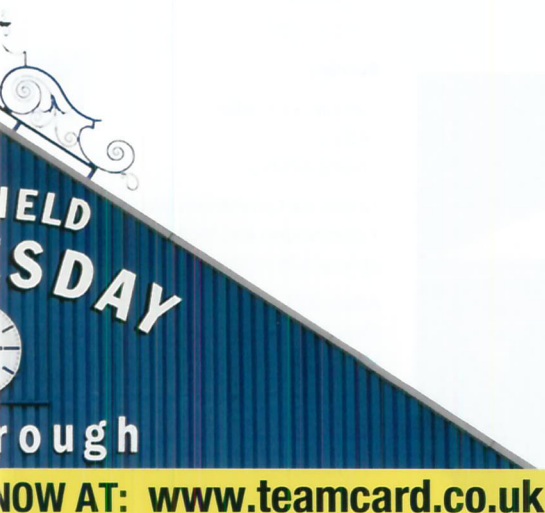
purchases in the Owls Megastore and with 100s of online

t technology with Apple Store, you can be earning points!

merchandise purchases or towards your next Season Ticket.



All retailers shown are correct at time of print.



CHAMPIONSHIP TABLE 2012/2013

Team	P	W	D	L	F	A	GD	Pts
Blackburn	6	4	2	0	14	9	5	14
Blackpool	6	4	1	1	15	4	11	13
Brighton	6	4	1	1	12	3	9	13
Hull City	6	4	1	1	11	5	6	13
Cardiff City	6	4	1	1	10	6	4	13
Huddersfield	6	3	2	1	9	5	4	11
Forest	6	2	4	0	9	7	2	10
Wolves	6	3	1	2	9	7	2	10
Bristol City	6	3	0	3	13	11	2	9
Leicester City	6	3	0	3	8	7	1	9
Middlesbrough	6	3	0	3	9	11	-2	9
Derby County	6	2	2	2	11	9	2	8
Birmingham	6	2	2	2	8	9	-1	8
Leeds United	6	2	1	3	10	11	-1	7
Bolton	6	2	1	3	8	10	-2	7
Crystal Palace	6	2	1	3	8	11	-3	7
Wednesday	6	2	1	3	10	14	-4	7
Barnsley	6	2	1	3	6	11	-5	7
Burnley	6	2	0	4	11	12	-1	6
Watford	6	2	0	4	7	11	-4	6
Millwall	6	2	0	4	8	13	-5	6
Charlton	6	1	2	3	6	8	-2	5
Ipswich Town	6	1	2	3	4	13	-9	5
Peterborough	6	0	0	6	5	14	-9	0

TODAY'S OFFICIALS:

Referee: Keith Stroud

Assistant Referee: Guy Stretton

Assistant Referee: Jason Tyas

Fourth Official: Scott Duncan

REPORT AN INCIDENT

You can report any incident of racist or anti-social behaviour at a Sheffield Wednesday match to the Stadium Control Room. Please provide as much information as possible including row and seat numbers as well as names or descriptions if possible.

Text **07963 138580** on the matchday or call **0871 900 9721** between 9am and 5pm Monday to Friday (exc Bank Holidays). Alternatively you can e-mail enquiries@swfc.co.uk on non-matchdays and we will acknowledge your message the following working day.

You can also report this to 'Kick Racism Out of Football' on: **0800 169 9414**.

Tickets

FOR THE LATEST TICKET NEWS VISIT shop.sheffieldwednesday.co.uk

How to buy your tickets:

Online @
shop.sheffieldwednesday.co.uk

By telephone on 0871 900 1867
(£2 booking fee per ticket)

In person at the Ticket Office,
Owls Megastore

Opening hours of the Ticket Office:

Monday – Friday
9.00am – 5.00pm

Saturday (non-home match)
9.00am – 4.00pm

Saturday (matchday)
9.00am until kick-off, then for 45
minutes after the game, except night
matches.

Payments:

We accept cash, cheques (up to seven
days before the event) made payable
to SWFC Ltd, postal orders and all major
credit cards, except AMEX accepted.

Ticket priority:

Ticket Priority Points – Make sure you
use separate Client ID numbers when
purchasing tickets to ensure you receive
ticket priority points.

Visit www.swfc.co.uk for more
information.



HOME GAMES

Hull

Saturday 6 October
3.00pm
Championship
Tickets are now on general sale



Leeds

Friday 19 October
7.45pm
Championship
Tickets are now on general sale.



AWAY GAMES

Southampton

Tuesday 25 September
7.45pm
Capital One Cup round three
Tickets are now on general sale.
£15 Adults
£10 Concessions
(17-20s, over 65s and students)
£5 Juniors



Inter City Owl departs at 1.30pm
Adults £27
Children £26

Burnley

Tuesday 2 October
7.45pm
Championship
Tickets are currently on sale to Season
Ticket holders and Members and will go on
general sale on Monday 24 September.
Adults £27
Over 65s £16
16-18s and students £15
Juniors (under 16s) £12



Inter City Owl departs at 4.30pm
Adults £16
Children £15



St. Marys

THE FANPOWER

★ STADIUM ★

●●●●●●●●●● MAKE NOISE FOR YOUR CLUB ●●●●●●●●●●

A HUGE THANK YOU TO EVERYONE WHO SHOWED THEIR FANPOWER LAST SEASON

WE GAVE FANS THE CHANCE TO WIN CASH FOR THEIR CLUBS
BY TAKING THEIR SEAT IN THE FANPOWER STADIUM

CONGRATULATIONS TO THE WINNERS

PORTSMOUTH, EXETER CITY, DAGENHAM AND
REDBRIDGE, YEOVIL TOWN AND AFC WIMBLEDON
- WHO WON £90,000 BETWEEN THEM!

TO FIND OUT MORE, VISIT US ON
FACEBOOK AT NPOWER FOOTBALL



npower



- 1 Chris Kirkland
- 2 Lewis Buxton
- 3 Reda Johnson
- 4 Anthony Gardner
- 5 Martin Taylor
- 6 Jose Semedo
- 7 Michail Antonio
- 8 Chris Lines
- 9 Gary Madine
- 10 Chris Maguire
- 11 Jermaine Johnson
- 12 Chris O'Grady
- 14 Joe Mattock
- 15 Rodri
- 16 Rhys McCabe
- 17 Nejc Pecnik
- 18 Danny Mayor
- 19 Mark Beevers
- 20 Kieran Lee
- 21 Paul Corry
- 23 Jay Bothroyd
- 24 Ross Barkley
- 26 Daniel Jones
- 32 Miguel Llera
- 43 Stephen Bywater

- 1 Adam Bogdan
- 2 Tyrone Mears
- 3 Marcos Alonso
- 4 Matt Mills
- 5 Tim Ream
- 7 Chris Eagles
- 8 Keith Andrews
- 9 David Ngog
- 10 Martin Petrov
- 11 Gregg Wylde
- 12 Zat Knight
- 14 Kevin Davies
- 16 Mark Davies
- 17 Benik Afobe
- 18 Sam Ricketts
- 19 Marvin Sordell
- 20 Jay Spearing
- 21 Darren Pratley
- 22 Stuart Holden
- 23 Joe Riley
- 24 Andy Lonergan
- 25 Josh Vela
- 26 Rob Lainton
- 27 Chung-Yong Lee
- 30 Michael O'Halloran
- 31 David Wheeler
- 34 Jay Lynch

SPONSORS

Matchball Sponsor



Official Beer of SWFC



Official sponsor of the Wednesday squad page



Kit Supplier



EMERGENCY PROCEDURES

Sheffield Wednesday Football Club has policies and procedures in place to ensure your safety and comfort whilst you attend matches at Hillsborough. However, an incident may occur which is beyond our control and it is important that you are aware of how we intend to look after you in the event of an emergency. As part of our safety management we employ professionally trained stewards who are located at various points throughout the stadium. If partial or full evacuation of the stands is necessary announcements will be broadcast over the stadium's public address system and stewards will direct you to a place of safety. If such an event occurs

take all of your belongings with you and proceed quickly and quietly under the direction of the stewards. Our evacuation procedures have been planned to guide you to a place of safety. If for any reason we are unable to allow you to re-occupy the stands you will be advised immediately and, if it is safe to do so, you will be allowed to return to your car or coach. Please note that in the event of an emergency no vehicles will be allowed to leave the car parks unless directed to do so by the Police. This advice is provided as information only and we hope that we will not need to implement our emergency procedures during this match.